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# FOREIGN AGRICULTURE CIRCULAR

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CURRENT SERIAL RECORDS

CITRUS  
FCF 1-64  
January 1964

## WINTER CITRUS PROSPECTS 1/

### SUMMARY

Oranges and tangerines (November 1, 1963-June 30, 1964): The total crop of the eight most important producing countries is estimated at a record 158 million boxes, 28 million boxes more than last year's frost-damaged production, and 16 million boxes more than the large crop of 1960-61.

Total winter season Mediterranean exports to Eastern and Western Europe, including the USSR, are estimated at 77 million boxes, 15 million boxes more than last year, and 2 million boxes larger than 1961-62. This forecast of record exports is about 8 million boxes less than the export expectations of Mediterranean producing countries.

Grapefruit (September 1, 1963-June 30, 1964): Total winter grapefruit supplies from the Mediterranean and the West Indies is forecast at 5.3 million boxes, about the same as the previous season. Israel's record crop will be most competitive with U. S. fruit. Competitive exports to European markets are estimated at 2.8 million boxes, compared with exports of 2.5 million boxes in the 1962-63 season, and 2.3 million boxes in 1961-62.

Lemons (October 1, 1963-May 31, 1964): The total Mediterranean lemon crop is estimated at 20 million boxes, compared with 18 million boxes last season, and 23 million boxes in 1961-62. Total lemon exports through May are estimated at 8.5 million boxes, compared with 8.1 million boxes last season, and 9.8 million boxes in 1961-62. Italian summer lemon exports, June 1 to September 30, are forecast at 1.3 million boxes, lowest in the past 6 years. Mediterranean summer lemon supplies are expected to be very low, June through September.

Table 1---ORANGES AND TANGERINES: Production 1959-63, and exports to Eastern and Western Europe from principal suppliers competing with United States, winter seasons 1959-60 to 1963-64

PRODUCTION 1/

Origin	1959	1960	1961	Prelim.	Estimated
	Mil.	Mil.	Mil.	Mil.	Mil.
	boxes	boxes	boxes	boxes	boxes
Algeria.....	11.8	6.7	8.0	10.0	10.0
Cyprus.....	1.1	1.0	2.0	1.4	1.5
Greece.....	6.1	6.4	7.2	7.3	6.5
Israel.....	15.5	11.7	13.0	17.3	18.0
Italy.....	26.2	27.2	29.2	26.9	30.0
Morocco.....	12.5	14.1	14.2	15.0	16.0
Spain.....	49.3	48.2	52.1	2/ 30.0	50.0
Tunisia.....	2.2	2.3	2.4	2.0	2.2
Total Mediterranean:	124.7	117.6	128.1	109.9	134.2
Mexico.....	20.8	21.5	3/14.0	19.6	24.0
Total winter.....	145.5	139.1	142.1	129.5	158.2

EXPORTS TO EASTERN AND WESTERN EUROPE 4/

Origin	1959-60	1960-61	1961-62	Prelim.	Estimated
				1962-63	1963-64
Algeria.....	7.6	6.7	8.4	8.7	7.5
Cyprus.....	.7	.7	1.0	1.1	1.0
Greece.....	.9	1.0	1.6	1.9	1.2
Israel.....	10.0	6.7	9.0	13.2	12.0
Italy.....	6.9	6.2	6.8	5.5	7.5
Morocco.....	9.0	10.5	10.6	10.9	12.0
Spain.....	28.4	28.3	36.8	20.0	35.0
Tunisia.....	.9	1.2	1.1	.9	1.1
Total Mediterranean:	64.4	61.3	75.3	62.2	77.3
Mexico 5/.....	.4	.2	.2	--	.2
Total winter.....	64.8	61.5	75.5	62.2	77.5

1/ Year of bloom, March-April. Boxes of 70 pounds.

2/ Unofficial estimate showing 1962-63 frost losses.

3/ Estimated harvest after January freeze.

4/ Crop year, November-October.

5/ Computed--total Mexican exports less U. S. and Canadian imports from Mexico.

Table 2.--LEMONS: Production 1959-63, and exports to Europe from principal suppliers competing with the United States, winter seasons 1959-60 to 1963-64

PRODUCTION 1/

Origin	: 1959	: 1960	: 1961	: Prelim.	: Estimated
	: Mil.	: Mil.	: Mil.	: Mil.	: Mil.
	: boxes	: boxes	: boxes	: boxes	: boxes
Algeria.....	: 0.5	: 0.2	: 0.2	: 0.2	: 0.2
Cyprus.....	: .3	: .2	: .4	: .4	: .4
Greece.....	: 1.8	: 2.3	: 2.5	: 2.6	: 2.0
Israel.....	: .4	: .6	: .7	: .9	: .9
Italy.....	: 10.4	: 9.8	: 14.3	: 10.2	: 13.0
Morocco.....	: .2	: .3	: .2	: .2	: .3
Spain.....	: 2.8	: 2.5	: 2.7	: 1.6	: 1.3
Tunisia.....	: .5	: .4	: .5	: .4	: .5
Turkey.....	: 1.2	: 1.6	: 1.5	: 1.6	: 1.7
Total.....	: 18.1	: 17.9	: 23.0	: 18.1	: 20.3

Italy only:	:				
Winter (Oct. 1-May 30)...	:	9.2	: 8.8	: 13.2	: 8.5
Summer (June 1-Sept. 30)	:	1.2	: 1.0	: 1.1	: 1.7

EXPORTS TO EASTERN AND WESTERN EUROPE 2/

Origin	: 1959-60	: 1960-61	: 1961-62	: Prelim.	: Estimated
Algeria.....	: 0.12	: 0.10	: 0.10	: 0.09	: 0.08
Cyprus.....	: .13	: .09	: .20	: .20	: .15
Greece.....	: .95	: .92	: 1.14	: .96	: .75
Israel.....	: .22	: .22	: .25	: .40	: .45
Italy.....	: 4.74	: 5.15	: 6.31	: 5.41	: 6.00
Morocco.....	: .09	: .11	: .09	: .09	: .10
Spain 3/.....	: 1.56	: .90	: 1.35	: .47	: .55
Tunisia.....	: .15	: .10	: .13	: .17	: .15
Turkey.....	: .17	: .32	: .18	: .34	: .25
Total.....	: 8.13	: 7.91	: 9.75	: 8.13	: 8.48

Season	EXPORTS TO EASTERN AND WESTERN EUROPE FROM ITALY ONLY (WINTER AND SUMMER)				
Winter:	:	:	:	:	:
Oct. 1-Jan. 31.....	:	2.37	: 2.14	: 2.67	: 2.27
Feb. 1-May 31.....	:	2.37	: 3.01	: 3.64	: 3.14
Total Oct.-May.....	:	4.74	: 5.15	: 6.31	: 5.41
Summer:	:	:	:	:	:
June 1-Sept. 30.....	:	1.47	: 1.80	: 1.61	: 1.35
Total.....	:	6.21	: 6.95	: 7.92	: 6.76

1/ Year of bloom March-April. Boxes of 76 pounds. 2/ Oct. 1-May 31, except as indicated, includes exports to USSR. 3/ Nov.-Oct.

Table 3.--GRAPEFRUIT: Production 1959-63, and exports to Eastern and Western Europe from principal suppliers competing with United States, winter seasons 1959-60 to 1963-64

PRODUCTION 1/

Origin	1959	1960	1961	Prelim. 1962	Estimated 1963
	Mil. <u>boxes</u>	Mil. <u>boxes</u>	Mil. <u>boxes</u>	Mil. <u>boxes</u>	Mil. <u>boxes</u>
Algeria.....	0.17	0.14	0.12	0.10	0.10
British Honduras.....	.25	.26	.11	.23	.26
Cuba.....	.20	.20	.20	.20	.05
Cyprus.....	.21	.20	.34	.35	.35
Israel.....	1.93	1.73	2.05	2.66	2.90
Jamaica.....	.39	.38	.53	.60	.60
Morocco.....	.23	.37	.41	.20	.35
Spain.....	.05	.11	.11	.11	.14
Trinidad and Tobago....	1.10	.60	.80	.57	.50
Total.....	4.53	3.99	4.67	5.02	5.25

EXPORTS TO EASTERN AND WESTERN EUROPE 2/

Origin	1959-60	1960-61	1961-62	Prelim. 1962-63	Estimated 1963-64
Algeria.....	0.08	0.06	0.05	0.03	0.05
British Honduras.....	.04	.05	--	--	.05
Cuba 3/.....	.09	.10	.05	.01	--
Cyprus.....	.20	.22	.25	.28	.25
Israel 4/.....	1.50	1.17	1.35	1.71	2.00
Jamaica.....	.06	.05	.07	.08	.08
Morocco.....	.17	.23	.22	.19	.20
Spain.....	.05	.05	.06	.06	.05
Trinidad and Tobago 5/.....	.15	.19	.29	.17	.15
Total.....	2.34	2.12	2.34	2.53	2.83

1/ Year of bloom, Feb.-April. Boxes of 80 pounds. 2/ September-June.

3/ Total exports. 4/ Israeli shipping boxes of 81.6 pounds net.

5/ Calendar years; chiefly to the United Kingdom.

### Imports

Those interested in importing fresh citrus fruits or citrus juices into the United States should be familiar with the regulations pertaining to the product to be imported.

#### Fresh Citrus

Plant Quarantine regulations do not permit the importation of citrus and fresh citrus juices from many foreign areas. Importations of oranges, tangerines, grapefruit, and other citrus fruits and juices may be made from some foreign areas under plant quarantine permit. All such importations under permit are subject to plant quarantine inspection and/or treatment as a condition of entry.

Information on U. S. quarantine requirements may be obtained from the Plant Quarantine Division, Agricultural Research Service, United States Department of Agriculture, Federal Center Building, Hyattsville, Maryland 20781.

In addition to any applicable quarantine regulations, fresh oranges, grapefruit, and limes are subject to quality regulations prescribed under Section 8e of the Agricultural Marketing Agreement Act of 1937, administered by USDA's Agricultural Marketing Service. As of December 1963, all oranges imported must meet U. S. No. 3 grade; grapefruit U. S. No. 1 Russet grade; Key-type limes U. S. No. 2 grade, and Persian-type limes U. S. combination grade. Also, oranges, grapefruit, and Persian limes are subject to minimum fruit size requirements.

The grade and size requirements are subject to revision and grades, and sizes other than those now in effect could be required. Importers should obtain up-to-date information on current grade and size regulations at the time import is to be made.

All imported fruit must be inspected for compliance with applicable import regulations at the port of entry by inspectors of both the Plant Quarantine Division and the Federal-State Inspection Service.

It should be noted that the AMS grades for citrus fruits have a zero tolerance for worms or insect larvae, alive or dead, and the regulations apply to all imports of oranges, grapefruit, and limes regardless of the intended use.

Since plant quarantine restrictions are designed to prevent entry of harmful insects and diseases, and the AMS regulations are based on quality considerations, it is possible that the fruit may meet plant quarantine requirements and fail to meet the requirements of AMS grade standards.

Information on the quality regulations administered by the Agricultural Marketing Service may be obtained from the Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington, D. C. 20250.

Citrus Juice and Processing Fruit:

In addition to plant quarantine restrictions, citrus juices whether imported or processed in the United States are subject to the requirements of the Federal Food, Drug and Cosmetic Act which is administered by the Food and Drug Administration.

The presence of insect eggs and maggot fragments is only one defect which may prevent the import or sale of citrus juice in the United States--mold filaments and evidence of rot are others.

It should be noted that citrus passed by plant quarantine after treatment for insect (fruit fly) contamination may not be suitable for processing since tests of juice from foreign citrus producing areas have indicated that some juice produced from fruit grown in fruit fly infested areas will contain insect eggs and maggot particles. Most foreign citrus producing areas are infested with one or more species of fruit flies.

It is possible that many foreign produced juices will not meet the requirements of the Food and Drug Administration for import into the United States. Information regarding these requirements is contained in a publication entitled "Food and Drug Administration Publication No. 2."

Information regarding the Food and Drug Administration requirements may be obtained from Department of Health, Education and Welfare, Division of Case Control, 330 Independence Avenue, S. W., Washington, D. C. 20250.

State Regulations:

In addition to the above mentioned Federal regulations, citrus producing states, such as Arizona, California, Florida, Hawaii, and Texas have regulations which may pertain to the movement into and/or use of citrus fruits or citrus products within the respective states.

Information regarding possible regulation of a product to be moved into such states may be obtained from authorities in the states concerned.

## U. S. EXPORT OUTLOOK

### Fresh Citrus

Since California and Arizona have fairly normal citrus supplies for the 1963-64 season, exports of summer oranges, summer grapefruit, and lemons are expected to be at least as high as those for the past season. Reduced summer supplies in the Mediterranean indicate an excellent summer lemon export opportunity for U. S. shippers.

Israel may be expected to export an increased quantity of Shamouti oranges to New York in January, February, and March. The Shamouti is a large easy-to-peel table orange.

Increased imports of winter oranges into the United States are expected for use by Florida processors.

Eastern Mexico will probably be the major source of imported supplies and total winter orange imports into the United States will probably be at record levels.

### Citrus Products

Restricted U. S. supplies are expected to limit orange product and grapefruit exports in the 1963-64 season. Grapefruit product exports will probably be maintained better than orange product exports.

Record quantities of orange juice will probably be imported from foreign areas to supplement U. S. juice supplies.

Lemon product supplies will probably permit more normal exports of juice and oil. However, since some inexpensive 1961-62 lemon juice is still on hand in Sicily, and there has been a large winter lemon crop, Italian processors have the potential of exporting at least a million gallons (single-strength equivalent) of lemon juice to the United States. The amount of lemon juice the United States may import will depend on the European and U. S. juice price levels. If European prices and demand are low, large quantities of juice may be imported into the United States. The threat of juice imports will probably be reflected in U. S. product lemon prices.

## REPORTS ON COMPETING AREAS

### Spain 1/

Oranges: Spain's 1963-64 orange and tangerine crop is estimated at 50 million boxes, slightly lower than the 1962-63 crop before the freeze. Official estimates are somewhat higher, but the 50-million-box crop reflects small crops observed in some frost-damaged districts. Spain has a good winter orange crop but less than a full crop, and much larger production is possible in the near future.

1/ From reports by E. Quinones and L. Manchado in the office of Ivy W. Duggan, Agricultural Attaché, American Embassy, Madrid, Spain, and from reports of field surveys.

This orange crop is of normal season. Satsuma oranges were picked and exported by October 25. Navel oranges were just breaking into color at that time. Warm October weather may have caused fruit-fly damage.

The Navel and early nonblood orange set is lower than the previous season. Navel orange sizes are large. Supplies of Navel and other early varieties to be exported before Christmas were not excessive. After December 15, prices may be expected to decline, as very large supplies of mid-season blood oval (doble fina) oranges become available. The blood oval orange crop ready for harvest March to May can be 4 million boxes larger than the previous season. The supply of late oranges ready for harvest May to July is estimated by the fruit syndicate at 5 million boxes; about the same as the 1962-63 pre-freeze crop.

Trees have recovered well from the 1962-63 freeze, but many groves in colder areas have a small set of fruit. In addition, new production from young groves has been retarded this season by last year's cold weather.

Tristeza is spreading slowly in Alcira. If the slow rate of spread continues, production from new groves will more than make up for production lost to disease.

Orange and tangerine exports are forecast at 35 million boxes. The big crop of rather small-size blood oval oranges may face serious competition in European markets from abundant supplies of deciduous fruit. Some Spanish oranges may be exported to the United States.

New orange plantings were observed in all districts: Valencia, Alicante, Murcia, and Sevilla. Many extensive nurseries indicate the expansion of orange plantings will continue through the next few years.

Orange exporters are buying carefully because of the prospect of a large Mediterranean crop and the lack of funds due to last year's freeze-caused losses.

Spanish processors do not expect to be able to obtain consistent supplies of fruit until after the first of the year. In spite of the large orange crop they are not hopeful that prices for products fruit will be low. The domestic market will take large quantities of fruit at 4 to 5 pesetas per kilo, about \$2.00 to \$2.50 per 70-pound box. This is about twice the price processors would like to pay. Processors expect a good season with strong foreign demand for juice and essential oil.

The Spanish domestic market for orange-flavored soft drinks is growing.

Lemons: Spanish lemon production in 1963-64 is forecast at 1.3 million boxes, less than half the 1961-62 crop of 2.7 million boxes. The small, uneven fruit set at Murcia is the result of frost damage in 1962-63.

Total lemon exports from Spain, November 1963 to October 1, 1964, are forecast at 550,000 boxes, only slightly larger than 1962-63 and less than half the 1961-62 exports of 1.4 million boxes.

Varying degrees of frost damage have resulted in an uneven fruit set at Murcia. A few high, undamaged Murcia groves have a heavy set of winter lemons for harvest, November to March, as well as a good set of lemons for harvest, May to June, and a good "verdelli" set for harvest in August and September, 1964. Lower areas in some Murcia districts have no fruit and some have lost three feet of wood. Many groves vary between these two extremes, some have only inside fruit and no "verdelli" set. However, all groves should return to fairly normal condition by 1964-65 and a much larger crop should be expected then.

The uneven set of fruit will result in an extended harvest season and no seasonal gluts are indicated.

The strong, growing domestic demand for lemons will have a significant influence on exportable supplies. The domestic market will be under-supplied and domestic prices should be high to November 1964. The quality of Spanish lemons is normal.

At the time that Italy markets its large winter lemon crop, November to May, Spanish domestic prices may be more attractive than those for exports. The combination of small supplies of summer lemons and good domestic demand will retard Spanish exports again in the period, July to October, in spite of stronger export demand. No large supplies of Spanish summer lemons are indicated to offset the small Italian verdelli crop, July to October.

Competition from Spanish lemons should be much below average in the 1963-64 season, and few Spanish lemons will be processed. The small Spanish lemon supplies may create above-normal opportunities for U. S. lemon exports to Germany.

Spain's situation is changing very rapidly as a vigorous domestic economy competes with Western Europe for "surplus" labor. Increased use of small tractors in citrus groves is evidence of higher labor costs. In 1963, the cost of packing a 70-pound box of oranges, including material, was estimated at \$1.40. This is about double the 1960 estimated packing cost, including material, of \$0.68 to \$0.86 per box. Costs of both production and packing are expected to increase rapidly in the next few years.

Newly established irrigation projects and more abundant electric power are making new areas available for citrus plantings. Many new plantings of oranges were observed near established groves at Valencia and Murcia. Scattered sweet orange plantings are also being made near Seville. Some new lemon plantings are being made at Murcia and in the province of Alicante.

Many very large nurseries were observed in October 1963 in citrus areas. Some of these contained seedlings of imported rootstock--Troyer Citrange and Cleopatra Mandarine. The use of these new stocks indicate the Spanish Government's

interest in establishing tristeza-tolerant groves. These new roots are untried in Spain and future cultural and disease problems are yet to be evaluated.

#### ITALY 1/

The 1963-64 orange and tangerine crop is forecast at a record 30 million boxes and total lemon production at 13 million boxes.

Orange and tangerine exports are estimated at 7.5 million boxes, the highest in the past 6 years.

Lemon exports are estimated at 7.3 million boxes, 6.0 million boxes for October to April, and 1.25 million boxes, June to October, 1964.

The total lemon crop, 20 to 25 percent larger than last season, is an unbalanced crop with a good set of winter lemons but an even smaller Verdelli crop than 1963.

The Sicilian east coast--Messina to Siracusa--has a small set of Biancuzzi and Maiolino lemons for harvest March to May. The Palermo area has a heavy set of these blooms and most lemons exported from Sicily from March to June will be lower grade Palermo fruit. While the Palermo area has more Verdelli fruit set than other areas, the Palermo crop also will be small, and less than 15 percent of the crop will be exportable July to September. The large winter lemon crop may result in some winter Biancuzzi and Maiolino lemons being tree-stored for July and August exports, but this will be large-sized, rather poor-grade fruit.

Heavy Italian exports, November to February, will probably result in low prices in European markets. Prices should rise sharply in June and July, as shippable fruit supplies become short.

#### Fruit Size

Orange sizes will probably be small because of the large crop.

Lemon sizes on the Sicilian east coast--Messina to Siracusa--are large, and in some groves 5 to 10 percent of the lemons were observed to be too large to export by October 10. The Palermo area has smaller fruit. Since all lemons in October were green and moisture conditions were excellent, more than usual numbers of large-sized lemons will be exported in 1963-64.

#### Harvest

Lemons were being picked in volume on the east coast in mid-October. These green-gassed wet-picked early lemons may be subject to above normal decay. Most fruit is still packed unwashed without decay-preventing treatment.

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1/ From reports by Robert H. Wuhrman, Assistant Agricultural Attaché, American Embassy, Rome, Italy, and field surveys.

New packing facilities are unlikely to be available until after the first of the year, and only a small part of total exports will be packed with modern equipment and treatment this season.

Cartons are now used exclusively for Western European markets. Starting in mid-December, some Italian pigmented oranges may be packed in cartons for export to major Western European markets.

### Processing

Processing facilities are still being expanded.

Stocks of orange and lemon essential oil are modest. However, some stocks of preserved lemon juice from the 1961-62 season are still on hand as are some stocks of oil and juice from 1963 Verdelli lemons.

U. S. shortages of orange juice are expected to sustain orange-juice prices. Some Italian orange juice will be processed for European sale under U. S. brands. Fruit-fly infestation and the practice of using dropped oranges for processing may limit the quantity of Italian orange juice exported to the United States.

Sicilian lemon juice prices are expected to decline when processing starts in volume about December 1. The large size of lemons may result in processors getting good supplies of winter lemons. Processors state that when and how much the price will drop will depend on U. S. demand for Italian lemon juice.

Fairly small Italian lemon products stocks and reported growing European demand for lemon juice may prevent a serious decline in lemon juice prices.

The small stocks and reported good demand for orange and lemon oil will probably result in good orange oil prices and fairly well-sustained lemon oil prices in spite of the large winter lemon crop. In October, the best grade Sicilian lemon oil was reported as quoted about \$7.00 per U. S. pound. Prices may decline to \$5.00, or even \$4.50, by January, but lower prices would seem unlikely, according to Sicilian trade estimates.

In October 1963, processors were reportedly contracting for packing house lemon culls at \$60.00 to \$65.00 per short ton. Most processors were hoping to buy lemons later in the season for 30 lire a kilo, about \$40.00 to \$45.00 per short ton.

Lemon picking costs have doubled in the past two years. Clip-picking export lemons now cost \$10.00 to \$15.00 per short ton.

Italian citrus juice exports in 1961-62 were at about the same 16,000 - 17,000 metric ton level as in 1960-61 despite much larger supplies. This would seem to indicate that Italian processors were reluctant to move their large supplies at the then-prevailing low prices. Instead, they expanded their storage capacity and withheld much of their 1961-62 output in anticipation of a more favorable price and marketing situation the following year.

Italian data on citrus products frequently do not indicate juice exports to the United States. As an example, in the 1961-62 season, the United States imported over 800,000 gallons, about 3,000 tons of lemon juice. Most of this originated in Italy, yet Italian data for this season does not report any lemon juice exports to the United States.

Though conditions were improved in 1962-63, partial-year (9-month) data indicate that citrus juice exports were not likely to be very much above the levels of the two preceding seasons--if at all. This in turn leads one to believe that a substantial quantity of preserved "old juice" may still be in storage. In any event, it is not apparent that Italy's alleged large juice supplies will be accounted for, or reflected in, 1961-62 to 1962-63 export data.

Exports of essential oils more nearly reflect a logical sequence of developments. Even here, however, estimated production and actual export data indicate that a substantial quantity of oil--especially lemon--could yet be in the hands of Italian processors. Partial-year data for the 1962-63 season indicate that exports of orange, lemon, and bergamot oil should surpass the levels of the preceding season.

Modernization of the Sicilian industry continues with government assistance, as outlined in circular FCF 3-63.

A new firm "ETNA" has been established to take over the SACOS packing plants and build additional modern packing and processing facilities. Announcements made by this firm claim that it is "the largest packer and processor of citrus fruit in all Europe, having the largest refrigerators in Europe specifically designed for storage of citrus fruit, and that 'ETNA' will be the first company to market citrus fruits on a year-round basis."

The Sacos packing houses taken over are being re-equiped with modern machinery, and new packing facilities are being installed in a very large new building at Catania. The indicated fresh fruit packing capacity by 1964 will be about 45,000 boxes a day, including 9,000 boxes of lemons at Bagheria, 24,000 boxes of oranges and lemons at Catania, 6,000 boxes of oranges at Paterno, and 6,000 boxes of oranges and lemons at Siracusa.

Processing facilities being installed at Catania are reported as designed to produce 6,000 cases of single-strength juice a day. In addition, frozen orange juice facilities are being installed at the Catania plant.

The fresh fruit cold storage being built at Catania will have a capacity of 80,000 cubic meters.

Fruit will be marketed under the "ETNA" brand, starting in 1964, and since the firm does not control any fruit production, all fruit supplies will have to be purchased from growers. "ETNA" will operate in competition with established exporters and processors and will have a packing capacity to handle a substantial percentage of Italy's fresh fruit exports.

The expansion of citrus plantings continues and trade sources estimate that in the period 1960 to 1963 about 30,000 acres of new citrus, mostly oranges, were planted in Sicily. Plantings in the Catania valley of Sicily are mostly oranges, but scattered plantings of lemons are being made all along the coast between Messina and Palermo. Large nurseries were also observed in this area at Cefalu and Mount Albano.

Newly installed electric power makes irrigation possible in most zones suitable for citrus. In 1964, about 50 electric-powered wind machines will also be in operation in Sicily in the Catania valley. This frost protection will be used mostly in new orange areas.

A machine which wraps lemons was observed in a citrus packing plant at Catania. The machine wrapped lemons well and makes full-wrap fruit packs possible without hand labor. The machine is said to have a capacity of about 5,500 lemons per hour. The machine was observed to be identified as follows:

MOD 60 Series IV  
(220 volt, 50 amp.)

Brevetto Italiano  
Soc. It. Costruzioni Macchine Automatiche  
via Caselline 156  
Vignola (Moderna), Italy

Citrus plantings also continue to increase on the Southern Coast of Italy between Taranto and Reggio Calabria. Observations in the entire coastal area in October 1963 indicate that plantings of oranges, tangerines, and lemons may be expected to increase for some time. Large nurseries were seen.

The largest area is the newly irrigated plain of the Metaponto. Some of the coastal area of this 450,000 acre land-reform-irrigation-project may be used for citrus. Orange and tangerine plantings were observed here in 1958-59 and much of the area seen in 1963 indicated little change. Nurseries and new plantings were seen, but few bearing trees were evident. Where oranges had been interplanted with peaches, the orange trees had been pruned back to avoid crowding the peaches. In at least a part of the Metaponto citrus may have been somewhat of a disappointment, thus far. Some frost losses to citrus, and good peach prices, may explain the growers' choice of crops.

It was also noted that the distribution system for gravity water was not complete in some places. Also, some completed local systems were not operational in a few locations.

While the Metaponto has not developed producing groves as rapidly as expected, other southern districts are expanding plantings at an accelerated rate.

As the author traveled west from Metaponto, he saw newly planted oranges west of Sibari and extensive new orange plantings in the large, newly irrigated valley east of the town of Crotone. Both of these areas may prove more suited to citrus culture than the Metaponto. Several thousand acres of citrus could be planted here.

Extensive new citrus plantings are also being made in the narrow coastal area in the "toe" of Italy between Loricci and Melito. Figs are being removed, and nearly every available plot of land is either planted to young lemons or being prepared for lemon groves. While the coastal strip of land between the sea and the mountains is narrow and the plantings cannot be continuous, this new lemon area is over 50 miles long. It should be a frost-free zone and a promising lemon area.

In this zone near Melito, the jasmine gardens were also being interspersed with lemon trees--an indication of the interest in expanding lemon production here.

Areas just east of Reggio Calabria, have some new Bergamot groves, but these are of minor size compared with the new lemon plantings. Calabria is thus a growing lemon area which may add at least a million boxes a year to Italy's lemon supplies by 1970.

ISRAEL 1/

Citrus production in 1963-64 is estimated above last season's big crop, and continued citrus plantings indicate much larger crops may be expected in the future.

The 1963-64 citrus crop is estimated at 18 million boxes of oranges and tangerines, 2.90 million boxes of grapefruit, and 900,000 boxes of lemons.

If Israel achieves its estimated 1963-64 exports of 12 million boxes of oranges, 2 million boxes of grapefruit, and 450,000 boxes of lemons, these total citrus exports of 14.5 million boxes will be nearly 3.5 million boxes higher than total citrus exports of 11 million boxes in the 1958-59 season.

Israel's 1963-64 citrus crop and exports are estimated by the Citrus Marketing Board as follows:

<u>Variety</u>	<u>Production 1/ 1,000 boxes</u>	<u>Exports 1/ 1,000 boxes</u>
<u>Oranges:</u>		
Shamouti	14,582	11,275
Valencia	3,527	2,551
<u>Grapefruit</u>		
	2,701	1,819
Lemons	841	406
Other	945	157

1/ In boxes of the following weights: oranges, 70 lb.; grapefruit, 80 lb.; lemons, 76 lb.

In view of record competitive orange supplies in the Mediterranean, it seems unlikely that Israel will realize orange exports of 13.8 million boxes as forecast by the Citrus Marketing Board.

1/ As reported by Norman J. Pettipaw, Agricultural Attaché, American Embassy, Tel Aviv, Israel.

The utilization of the 1961-62 and 1962-63 citrus crops, and the average price for each use are reported as follows by the Citrus Marketing Board:

Use	1961-62		1962-63	
	Quantity : 1,000 m.t.	Value : U.S. dol. per m.t.	Quantity : 1,000 m.t.	Value : U.S. dol. per m.t.
Fresh fruit:	:	:	:	:
Exports	: 343	: 1/ 132	: 494	: 1/ 149
Domestic use	: 67	: 86	: 79	: 85
Processing	: 83	: 19	: 120	: 21
Total use	: 493	:	: 693	:
Average price:		: 103		: 120

1/ F.o.b. price.

The utilization pattern of the 1962-63 citrus crop closely resembled that of 1961-62, with exports accounting for 71 percent of the crop, processing 17 percent, and domestic fresh fruit consumption 12 percent. The 40.6 percent increase in the crop, together with the sustained high proportion of exports, resulted in a phenomenal 44.2 percent jump in citrus exports. These were composed of 70 percent Shamouti oranges, 14 percent Valencia oranges, 12 percent grapefruit, and 4 percent lemons and others.

Efforts are being made to prolong the marketing season, and in September 1962 a small quantity of lemons were already shipped. By December 31, 1962, 11 percent of the total 1962-63 export crop had been shipped. In 1961-62 only 7 percent of the exports had been shipped by December 31, 1961. The ripe, but greenish fruit, was subjected to degreening treatment before shipment. In 1962-63, 4 percent of the shipments occurred in May, while in 1961-62 only 1 percent were recorded for this month.

The United Kingdom continued to be Israel's main market but took only 29.2 percent of the exports this year compared to 32.7 percent in 1961-62. West Germany increased its share of Israeli citrus to 20 percent from the 17.7 percent of 1961-62. Scandinavia's share dropped from 22.5 percent in 1961-62 to 20.1 percent in 1962-63. Belgium and the Netherlands accounted for 12.7 percent of the exports in 1962-63, and 10.1 percent in 1961-62. Yugoslavia, Rumania, Hungary, Poland, and Bulgaria decreased their share from 5.9 percent of the 1961-62 export crop to 3.2 percent of the 1962-63 crop. A significant development was the rise in French purchases, from 9,600 metric tons in 1961-62 to 33,620 metric tons in 1962-63. Exports to Canada and the United States increased from 108,139 cases in 1961-62 to 229,020 cases in 1962-63. Although shipments were made in refrigerated vessels, fruit condition was not always satisfactory on arrival.

Despite the 43.9 percent increase in the supply of fruit for processing, there were complaints of shortages, primarily from non-Citrus-Marketing-Board-affiliated plants which claimed they had suffered from discrimination. They

had received larger quantities than in 1961-62, but less than had been originally anticipated.

Trade reports indicate that some citrus juice was imported by Israel in the 1962-63 season. A new high-density concentrating process is also reported to have been developed by Technion, Israel's Institute of Technology.

It is estimated that shipments from September through the end of December, 1963, will not equal the 54,381 metric tons shipped in the corresponding period of 1962. The lower level of early shipments, together with the higher total export figure anticipated, imply an increase in the load on port facilities during the peak January-February period.

Prior to February 1962, the export exchange rate in effect was less than the IL 3 = \$1 which was applied thereafter. Average f.o.b. returns in 1962-63 increased by 17 percent from the 1961-62 level in terms of Israeli pounds, though in dollars the increase was only 13 percent. On the Israeli market, the average price of fruit for processing increased by 10 percent from 1961-62 to 1962-63, while fresh fruit for domestic consumption returned an average price of 0.8 percent less than in 1961-62. Growers are anticipating a decrease in prices this season and costs are rising. Freight rates will be 7 percent higher in 1963-64 than in the previous season. Labor costs are also increasing. However, notwithstanding higher wages, there is difficulty in attracting people to the seasonal work in the groves. Special measures are being prepared such as providing relatively long-distance transport facilities and also the establishment of temporary housing near the citrus groves.

#### GREECE 1/

The 1963-64 citrus crop is forecast at 6.5 million boxes of oranges and tangerines, and 2 million boxes of lemons, 10 to 15 percent smaller than the previous year because of frost damage in January 1963.

Much larger citrus crops may be expected in the future, since official Greek sources estimate that 500,000 orange trees and 400,000 lemon trees have been planted in the past two years.

Exports of both oranges and lemons are also expected to decline in 1963-64 to 1 million boxes of oranges and tangerines, and 750,000 boxes of lemons. About 90 percent of lemon exports and 70 percent of orange exports will probably be made to Soviet Bloc countries and, therefore, this decline in trade will have little effect on Western European markets, but it might influence U. S. lemon exports to USSR and Yugoslavia.

In the 1962-63 season, 50 percent of orange exports, and 60 percent of lemon exports went to Soviet Bloc countries. Oranges are exported November through March, and most lemons, October through April.

New fresh-fruit packing facilities are being built in Greece. Citrus processing is also being expanded in spite of a decreasing supply of processing oranges due to a predominance of Navel orange plantings.

1/ From reports by the office of Henry A. Baehr, Agricultural Attaché, American Embassy, Athens, Greece.

Greek citrus products exports are reported as follows:

<u>Item</u>	<u>1961</u> M.T.	<u>1962</u> M.T.	<u>1963</u> (Jan.-June) M.T.
Unsweetened juice 1/	603	280	14
Sweetened juice 1/	278	772	2,140
Concentrated juice 1/	1,327	1,344	1,062
Essential citrus oil	10	10	16

1/ Includes all single-strength juices, citrus and non-citrus, but is mostly orange juice.

The big increase in sweetened juice exports reflects sale of orange juice to Western Germany.

In the 1963-64 season, increased orange juice exports to Western Europe should be expected. Some trade sources estimate that Greece may export 100,000 cases of canned single-strength orange juice in addition to some hot-pack and preserved orange juice concentrate.

Greek processors use dropped oranges, in the main.

#### TURKEY 1/

The 1963-64 citrus crop is forecast at 6.5 million boxes of oranges and tangerines, and 1.7 million boxes of lemons.

Orange exports in 1962-63 were about 345,000 boxes and lemon exports about 350,000 boxes.

Citrus exports in 1962-63 were 250 percent higher than 1961-62 exports. There were three reasons for this: (1) higher production, (2) application of new "packing standards" and (3) shortage of citrus, mainly orange, in other citrus-producing countries.

Total orange and lemon exports in 1963-64 are expected to be lower because of larger competing Mediterranean crops. Lemon exports in 1963-64 may total 500,000 half-boxes (35-lb.), October to March; half might go to Germany. Size count of packs would be 100, 120, 140, 160, and 180. Most lemon exports are field-packed, unwashed fruit, and full-wrap packs. Decay in some lots is probable.

If exports to Western Europe total 500,000 half-boxes, exports from Mersin will have to average 25,000 half-boxes a week, October to March. Transport may not be available to handle this volume, and the use of unscheduled shipping could result in as much as 60,000 half-boxes being shipped in a week.

Because of large size of October lemons, half of remaining crop may be too large for European export by mid-November, and nearly all too large by February 1. All October-picked lemons are green and are gassed to yellow after

1/ From reports by Oldrich Fejfar, Assistant Agricultural Attaché, American Embassy, Ankara, Turkey.

packing. All exports to Western Europe, usually Hamburg or Trieste, are by sea in ventilated ships or in common stowage.

During a recent visit to Adana and Mersin Provinces, which are the main citrus producing areas in Turkey, it was observed that the lemon crop was very satisfactory with regard to the quantity, quality, and uniformity of the fruit. Most of the lemons were ripening at the same time. This, of course, shortens the export season, which is not a favorable factor for Turkish exporters.

While lemons remain the main citrus crop for export, in the future large expansion is expected in orange production. The Adana plain has immense acreage suitable for citrus production. As the new irrigation projects are completed, more and more citrus orchards are established in Adana plain, however, it is expected that most will be in oranges and not lemons. The northern side of the plain is open to cold winds, which increase the possibility of frost.

It is expected that large units of new citrus plantations will be established in Adana area; with the additional orchards in other regions citrus production will increase at a higher rate than the increase in local consumption. Thus, Turkey will be in a position to export some of the crop in the future. However, improvements in the marketing system, including grading, packing, labeling, and shipping will be necessary in order to compete with other citrus-producing countries.

#### MOROCCO 1/

Citrus crops are estimated at record levels, oranges and tangerines 16 million boxes; lemons, 250,000 boxes, and grapefruit, 350,000 boxes. Morocco's orange crop is only 2 million boxes below Israel's and is the fourth most important in the Mediterranean.

Orange and tangerine exports for the 1963-64 season are estimated at 12 million boxes (equal to those of Israel); lemon exports at 100,000 boxes, and grapefruit exports at 200,000 boxes.

Official estimated orange and tangerine exports of 13.5 million boxes seem very optimistic in view of competitive orange supplies.

Moroccan citrus juice and fruit canners, that number 11, have a capacity of 13,000,000 liters (about 3 million gallons). In the past most recent years only nine of the eleven plants have been in operation with the following record of production:

1959 - 4,416,733 liters
1960 - 4,525,902 "
1961 - 4,680,981 "

Most of the production has been exported as Moroccan domestic consumption remains very low. Cost of production appears to be the limiting factor as shown by the comparison made by economists who report that in January, 1963, according to the Magazine Canning Trade, U. S. price for a No. 2 can of orange juice

1/ From reports by W. Gordon Loveless, Agricultural Attaché, American Embassy, Rabat, Morocco.

Moroccan citrus exports by country of destination and variety,  
October 1, 1962-June 15, 1963

Country of Destination	Oranges					Grapefruit	Lemons
	Valencia	Blood	Mid-season	Navel	boxes		
	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>						
France	2,058	598	345	1,374	79	79	
Algeria	1/	1	11	2	1/	1	
Black Africa	43	--	--	90	1	5	
Belgium	14	--	--	1	--	--	
West Germany	453	265	184	1,034	24	1	
Netherlands	400	142	193	211	16	1/	
Finland	--	--	--	18	--	--	
Norway	58	63	29	23	1/	2	
Sweden	5	9	9	4	1/	--	
Switzerland	--	1/	--	--	--	--	
United Kingdom	20	11	60	154	35	2	
East Germany	--	--	--	107	--	--	
Poland	1/	1/	--	1/	--	1/	
USSR	1,421	109	--	--	1/	--	
Total	4,472	1,198	831	3,018	155	90	

1/ Less than 500 boxes.

Moroccan citrus exports by month for the 1962-63 season

Month	Oranges	Tangerines	Clementines	Lemons	Grapefruit
	M.T.	M.T.	M.T.	M.T.	M.T.
October	11	--	189	558	810
November	18,774	49	14,998	378	893
December	46,721	433	11,186	534	276
January	44,545	3,010	1,364	374	678
February	30,430	3,765	12	482	1,023
March	47,668	1,619	6	576	1,463
April	49,812	139	4	203	535
May	62,804	47	--	130	76
June	14,789	--	125	125	20
Total	315,554	9,062	27,759	3,360	5,774

f.o.b., U. S. ports, was 14 cents to  $14\frac{1}{2}$  cents per unit compared to a price of 17-18 cents for a similar can, f.o.b., Morocco.

Today two large plants in Casablanca, of which one has modern equipment, have remained idle for several years. However, the Moroccan Government has continued studies to expand citrus processing.

New citrus plantings continue at a rate of about 3,500 acres per year and of the present 132,000 acres about 95,000 acres are in full production. There are a few areas in which groves are being abandoned, probably because soil and water conditions were never favorable, but the yearly increase in production is not expected to slow down during the next five or six years.

During the current season, a special effort has been launched by the industry to increase domestic consumption. One of the most conspicuous outdoor advertising signs in downtown Casablanca now promotes orange juice as the key to health, by use of an animated neon display. Newspaper and poster displays are in use in all urban centers, for the same objective.

The recently stepped up land reform program has taken over about 9,000 acres of producing citrus orchards from European operators and placed the orchards under the management of either the National Office of Irrigation or the National Office of Rural Modernization.

Another factor is the acceleration of departures from Morocco of old and experienced technicians, and the uncertainty as to the future of both technical workers and entrepreneurial Europeans who remain. Unconfirmed reports have been frequently heard of decreasing orders for fertilizer and spray materials.

Optimism for a steady growth of the citrus industry seems realistic. Citrus exports are the second largest earner of foreign exchange, amounting to more than \$49 millions in the past crop year. In the decade to come, Morocco is likely to rank second only to Spain as the supplier of Europe's citrus requirements.

#### BRITISH HONDURAS 1/

The 1963-64 orange crop is estimated at 1 million boxes compared to 764,000 boxes in 1962-63, and 44,000 boxes in 1961-62 after hurricane "Hattie."

Grapefruit production in 1963-64 is estimated at 260,000 boxes, slightly larger than the previous season.

Citrus plantings in 1962 are indicated as 4,700 acres of oranges (about 700 acres non-bearing) and 2,000 acres of grapefruit, of which about 450 acres were non-bearing.

Until 1962-63, practically all citrus products were shipped to the United Kingdom. The Ministry of Food contract for orange juice concentrate will remain in effect for one more year. Before the 1962-63 crop, the entire citrus crop

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1/ As reported by Dalton L. Wilson, Agricultural Attache, American Embassy, Guatemala City, Guatemala.

of the "Stann Creek" Valley was purchased and processed by the Citrus Company of British Honduras.

In the spring of 1963, Salada Foods, Inc. built a frozen citrus concentrate plant in the "Stann Creek" District. This Company is reported to have processed about 200,000 boxes of oranges from the 1962-63 crop and expect to process about 400,000 boxes of oranges and grapefruit into frozen concentrate during the 1963-64 season.

Frozen concentrates from this plant are exported to Canada, mostly in 5-gallon containers and marketed through the Company's 90 chain stores in Canada.

Salada Foods, Inc. is reported to have purchased about 9,000 acres of citrus land in the "Stann Creek" area, and 500 acres of this land are in bearing orange trees. The Company is continuing to clear and plant orange trees in an effort to have 2,500 acres planted to oranges within the next two years. This Company's operation has created new interest in citrus production in the "Stann Creek" District.

Exports of citrus and citrus products in calendar year 1962 were down 59 percent from 1961. This substantial reduction reflects the hurricane damage. The United Kingdom continued as the leading export market for British Honduras' citrus products and took 99 percent of total shipments. Mexico purchased small quantities of fresh oranges and grapefruit, and some orange oil went to Australia and France.

Exports of citrus and citrus products, 1961-62 season, July-June

<u>Grapefruit</u>	<u>Unit</u>	<u>Quantity</u>
Segments	(A/2 - 24) cases	55,487
Juice, sweetened	(A/10- 12) cases	9,013
Concentrates 4/1	Bbls. (43 gallons)	22
Fresh	Cwt. boxes	43,593

<u>Oranges</u>		
Juice, sweetened	(A/2 - 24) cases	48,577
Juice, sweetened and unsweetened	(A/10 - 12) cases	12,990
Concentrate 6/1	Bbls. (43 gallons)	23
Oil	Lbs.	7,992
Fresh	Cwt. boxes	193

Source: British Honduras, Annual Report of the Agriculture Department 1962.

JAMAICA 1/

The 1963-64 sweet orange crop is forecast at 1.6 million boxes, compared to 1.5 million boxes last year.

1/ As reported by the office of William B. Callan, Agricultural Attaché, American Embassy, Port of Spain, Trinidad.

Production of the non-Blood, seeded, kid-glove orange with good-shipping characteristics, the Ortinique is increasing.

Total 1963-64 grapefruit production is estimated at 600,000 boxes, about the same as last year.

Grapefruit harvest began in September, and orange picking in December, 1963.

Jamaica - CITRUS FRUITS: Estimated production and utilization

Item	Unit	1961-62	1962-63
Sweet oranges:			
Production (fresh fruit):	Boxes	1,504,818	1,510,156
Exported fresh	do	78,674	115,008
Processed	do	721,144	695,148
Local consumption	do	705,000	700,000
Grapefruit:			
Production (fresh fruit):	do	528,233	603,280
Exported fresh	do	74,647	75,296
Processed	do	453,586	527,984
Local consumption	do	neg.	neg.
Other varieties:			
Production	do	160,137	178,022
Exported fresh	do	25,041	32,863
Processed	do	135,096	145,159
Local consumption	do	neg.	neg.

Notes: Oranges are shown in field boxes weighing 90 lb. each.  
Grapefruit are shown in field boxes weighing 80 lb. each.

Source: Barclay's Caribbean Bulletin, October 1963.

The acreage of commercial cultivation has increased by some 880 acres over 1962. Of this acreage 556 acres were planted in sweet oranges, 149 acres in Marsh grapefruit and 175 acres in ortaniques. As ortaniques have gained an excellent reputation in overseas markets every effort is being made to step up their production.

The Citrus Growers Association reports that not much damage could have been caused to citrus trees and crop by hurricane "Flora" although trees were laden with fruit. The wind was not strong enough for significant damage and rains do not normally affect citrus trees.

It was pointed out however that as a result of heavy rains followed possibly by bright sunshine the crop will ripen quicker than ordinarily. A Citrus Growers' Association source said that there might be heavy pickings of fruit from November to January, whereas usually picking would extend into March and later.

As a result of increased planting, other markets were explored during 1963 resulting in shipments of sweet oranges, grapefruit and ortaniques to Holland, Belgium, Switzerland, Canada and the United States.

TRINIDAD 1/

The 1963-64 orange crop is forecast at 200,000 boxes, compared to 190,000 boxes last season and 294,000 boxes in 1961-62.

The grapefruit crop is forecast at 500,000 boxes, compared to 570,000 boxes last season and 800,000 boxes in 1961-62.

Prices to growers in 1963 are reported to have been better than those for the previous season:

<u>Item</u>	<u>1962</u>	<u>1963</u>
Oranges, 100-lb. box	\$1.35	\$1.38
Orange culls, 100-lb. box	--	1.29
Grapefruit, 80-lb. box	.82	.94
Grapefruit culls, 80-lb. box	.56	.68

In 1962-63, Trinidad exported about 170,000 boxes of grapefruit to the United Kingdom and Germany, compared to total exports of 286,000 boxes in 1961-62. About 20,000 boxes of fresh oranges were also exported to Caribbean markets.

Citrus product exports in 1962-63 included 706,000 Imperial gallons of orange juice, 1.1 million Imperial gallons of grapefruit juice (single strength), and 110,000 cases of grapefruit sections.

This represents the second year's operation of the new grapefruit section plant and an increase of 70,000 cases over the last season's exports. Further increases in grapefruit section exports are expected in the 1963-64 season.

Sea freight from Trinidad to the United Kingdom in 1963 was reported as \$1.34 per 80-lb box of fresh grapefruit, and \$21.74 per long ton for juice and grapefruit sections.

MEXICO 2/

The 1963-64 citrus crop is estimated at 24 million boxes of oranges and tangerines, 3.4 million boxes of limes, and 325,000 boxes of grapefruit.

The frost-damaged plantings in the States of Nuevo Leon and Tamaulipas are recovering. In 1963-64, the State of Nuevo Leon is expected to harvest 6 million to 8 million boxes of oranges compared to 4 million boxes in 1962-63, the year following the freeze damage.

1/ From a report from the office of William B. Callan, Agricultural Attaché, American Embassy, Port-of-Spain, Trinidad.

2/ From reports by Henry Hopp, Agricultural Attaché, American Embassy, Mexico City, D. F., Mexico.

Orange wholesale prices in Mexico City were lower in 1963 than in 1962 as supplies recovered following the 1962 freeze damage in the State of Nuevo Leon:

Month	Average Wholesale Prices			
	"Fancy Fruit"		"Orchard Run Fruit"	
	1962	1963	1962	1963
	U.S. dols. per	U.S. dols. per	U.S. dols. per	U. S. dols. per
	100 fruit	100 fruit	100 fruit	100 fruit
January	2.68	1.92	1.11	0.73
April	3.60	2.44	1.65	1.39
July	6.49	3.84	3.04	--
September	2.63	4.02	1.72	1.40

Mexican imports of fresh citrus increased in 1963 while citrus products imports declined. Nearly all fresh citrus supplied by the United States is sold in the Mexican "Free Zone" border areas. In contrast, most grapefruit juice is imported into Mexico itself, and Mexico City is the major market.

IMPORTS			
Item	January	August	
	1962	1963	
	M.T.	M.T.	
Lemons	1,809	:	1,720
Oranges	790	:	1,257
Grapefruit	328	:	152
Total fresh citrus	2,921	:	3,129
Orange juice	139	:	15
Grapefruit juice	308	:	181
Citric acid	7	:	30

In 1963, Mexican exports of fresh citrus fruit increased and citrus products exports declined.

Item	EXPORTS		
	January	-	August
	1962	1962	1963
	M.T.	M.T.	M.T.
Oranges	15,015	8,042	25,704
Limes	875	647	1,687
Grapefruit	0	0	658
Lime juice	320	292	218
Orange juice	2,264	2,072	2,053
Essential oil of lime	265	148	113
Essential oil of orange	neg.	neg.	neg.

Orange exports to the United States are expected to increase in 1964 because of U. S. shortages. Nearly all of the fruit for the U. S. market will originate in Northeastern Mexico, primarily in the States of Nuevo Leon and Tamaulipas.

Shipments of early oranges from the State of Veracruz to the United States in 1963 contained high decay in some lots, according to reports.

U.A.R. (EGYPT) 1/

Citrus plantings are being made and citrus production is increasing. In 1962-63, the citrus crop is estimated to have consisted of about 10 million boxes of oranges and tangerines, and 2 million boxes of limes and some sweet lemons.

Recent citrus exports are reported as follows:

<u>Item</u>	<u>1961-62</u> <u>M.T.</u>	<u>1962-63</u> <u>M.T.</u>
Oranges	5,244	4,567
Tangerines	726	215
Grapefruit	140	228
Lemons	--	390
Limes	399	468

Leading export customers were Western Germany, Yugoslavia, Malaya, and the United Kingdom.

JAPAN 2/

The 1963-64 orange and tangerine crop is estimated at 32 million boxes, about 5 million boxes smaller than the previous season. The Satsuma orange crop of about 27 million boxes is included in this total.

The Japanese Ministry of Agriculture forecasts Satsuma orange crops of 37 million boxes by 1966, and 66 million boxes by 1971.

Exports of Satsuma oranges during September 1962 - August 1963 declined 24 percent from the previous year. Canada has been the largest customer of Satsuma oranges, taking 76 percent of the total.

Arrangements were recently announced for exports from the 1963 crop. Canadian importers have agreed to buy about 9,100 metric tons, or 2,230,000 cases; each containing 9 pounds net, at \$1.50 per case. This will be a decrease of 11 percent in quantity, and a fifty-cent increase in price from last year.

Producers, prices of Satsuma oranges during the past marketing season were 16 percent above last year mainly because of the strong demand for fresh and canned oranges. Export prices in November 1962, month of largest exports, averaged \$243.00 per metric ton, an increase of \$28.00 from the previous year. The price of the current crop to be exported to Canada in November will be about \$365.00 per metric ton, an increase of 50 percent over the year before.

1/ From reports from the office of James A. Hutchins, Jr. Agricultural Attaché, American Embassy, Cairo, Egypt.

2/ From reports by Joseph C. Dodson, Agricultural Attaché, American Embassy, Tokyo, Japan.

Exports of Satsuma oranges during September 1962 - August 1963 declined 24 percent from the previous year. Canada has been the largest customer of Satsuma oranges, taking 76 percent of the total.

<u>Item</u>	<u>Exports</u>		
	<u>1961</u> M.T.	<u>1962</u> M.T.	<u>1963</u> (Jan.-Aug.) M.T.
<b>Satsuma oranges:</b>			
Fresh	17,352	13,460	1/ 613
Canned	63,163	57,659	40,648
 <b>Imports</b>			
Oranges	264	207	316
Lemons	3,109	3,721	2,385
Grapefruit	699	365	328
Orange juice, sweetened	12	3	2/
Unsweetened	214	275	11 <sup>1</sup> / <sub>4</sub>

1/ January-June.

2/ Less than 500 kilograms.

#### Utilization

The use of fresh oranges by the canning industry increased 36 percent in 1962 but is expected to decline moderately during the current crop year because of increased demand for fresh oranges. The consumption of jam as well as of frozen oranges has been stable, while juice consumption has been decreasing for the past few years.

A case of canned Satsuma oranges (one case of 48 cans containing 11 ounces each has a net weight of 33 pounds or 15 kilograms) requires about 20 kilograms (44 pounds) of fresh oranges. It was estimated that the production of canned Satsuma oranges from the 1962 crop totaled 8 million cases. Of the total, 3.4 million cases were exported and 4.6 million cases were consumed domestically.

Canning of Satsuma oranges for export is supervised by the government, while canning for domestic consumption is not. The production of canned oranges for domestic consumption increased in the 1962 crop year, because the oranges were small and of lower value when sold as fresh fruit. The exports of canned oranges have declined since the crop year of 1961, mainly because of increased prices.

#### Imports of Fresh Fruit

Imports of fresh lemons and limes, oranges, grapefruit, and tangerines remain under the fund allocation system. Only Satsuma orange imports are liberalized.

The imports of citrus fruits from the Republic of China are prohibited by quarantine regulations. The United States is the main supplier of fresh citrus fruits to Japan. During January-August 1963, Japan imported 2,385 metric tons of lemons, 316 metric tons of oranges, and 328 metric tons of grapefruit from the United States.

The foreign fund allocated to import lemons and limes during the first half of Japan fiscal year 1963 was \$1,080,000. The funds for the second half are expected to be about 50 percent of the first half. For the first time Japan allocated \$300,000 on March 12, 1963 for imports of oranges and grapefruit. It is expected that about the same amount will be allocated again in February or March of 1964. Since the Olympic Games will be held in Japan next October, it is anticipated that foreign fund allocation on imported citrus fruits will be substantially increased in Japan fiscal year 1964. There is, however, a general belief that the domestic demand for imported citrus fruits, especially lemons and navel oranges, will continue to increase. All fresh citrus fruits imported are subject to an import duty of 20 percent; however, from December 1 to May 31 of each marketing season, a 40-percent duty is applied to fresh oranges in order to protect the domestic production.

#### Imports of Citrus Juices

Imports of citrus juices remain under foreign exchange controls and funds are allocated to specified importers for hotels. During the first half of Japan fiscal year 1963 only \$230,000 was allocated for juice, miscellaneous fresh fruits, and frozen vegetables. It is expected that about the same amount will be allocated for the second half of Japan fiscal year 1963. In order to meet the increased demand during the Olympic Games, the government is expected to allocate about \$460,000 for imports during the first half of Japan fiscal year 1964.

Imports of unsweetened orange juice in calendar 1962 totaled 274,693 kilograms and sweetened orange juice only 2,872 kilograms. Most imports were from the United States.

UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D. C. 20250

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## EUROPEAN CITRUS MARKETING AND

## U. S. CITRUS TRADE REPORTED, 1962-63 SEASON

### SUMMARY

Europe's 200 million customers used 80 million boxes of fresh oranges and tangerines in 1962--twice the quantity of oranges used in the United States in the 1962-63 season. European lemon imports of 9 million boxes were nearly the same as U. S. consumption; however, Europe's imports of only 4 million boxes of fresh grapefruit was far smaller than the 16 million used in the United States.

Europe's market for fresh citrus and citrus juice continues to expand, but the U. S. share of this growing market is still hampered by remaining quota restrictions on fresh grapefruit, orange and grapefruit juice, and grapefruit sections in the United Kingdom, and on orange juice and grapefruit sections in France and Italy.

Increasing fresh lemon exports were the bright spot in the 1962-63 U. S. citrus export season. Frost-caused shortages resulted in small exports of nearly every other citrus export item.

The temporary shortages of oranges and orange juice resulted in record U. S. imports--1 million boxes of oranges and 3.9 million gallons of orange juice in the 1962-63 crop year. In calendar year 1963, orange juice imports were nearly 5 million gallons, single-strength equivalent. As Florida production is restored, these imports are expected to end or decline sharply.

Table 1.--CITRUS FRUITS, FRESH: Imports into specified countries of Western Europe from the United States and other countries, average 1951-55, annual 1961 and 1962

Commodity and country	Average 1951-55		1961		1962	
	U. S.	Other	U. S.	Other	U. S.	Other
	: 1,000	: 1,000	: 1,000	: 1,000	: 1,000	: 1,000
Oranges and tangerines ...:						
Austria.....	1	710	3	2,002	--	2,190
Belgium-Luxembourg.....	972	2,519	568	3,346	456	3,656
Denmark.....	--	883	22	1,111	12	1,328
France.....	345	17,523	125	18,964	78	21,335
Germany, West.....	357	11,395	131	21,537	50	24,206
Ireland.....	11	413	--	493	9	552
Netherlands.....	727	2,346	468	5,147	543	6,195
Norway.....	69	1,503	101	1,350	85	1,580
Sweden.....	173	2,670	15	2,958	4	3,129
Switzerland.....	93	1,775	4	2,354	1	2,516
United Kingdom.....	9	12,079	--	12,297	42	12,484
Total.....	2,757	53,816	1,437	71,559	1,280	79,171
Lemons:						
Austria.....	8	298	87	505	33	632
Belgium-Luxembourg.....	129	150	258	117	267	133
Denmark.....	--	127	71	106	28	185
France.....	14	1,304	476	1,502	350	1,870
Germany, West.....	146	1,974	209	3,149	46	3,729
Ireland.....	1	24	7	22	4	25
Netherlands.....	48	97	168	67	108	149
Sweden.....	9	123	65	70	56	86
Switzerland.....	2/ 75	2/ 459	62	389	33	468
United Kingdom.....	37	818	246	813	154	927
Total.....	467	5,374	1,649	6,740	1,079	8,204
Grapefruit:						
Austria.....	--	--	9	23	7	23
Belgium-Luxembourg.....	89	94	69	90	69	113
Denmark.....	--	22	22	59	15	65
France.....	28	228	166	353	212	510
Germany, West.....	16	108	205	467	281	535
Ireland.....	1	18	9	18	8	23
Netherlands.....	22	45	83	112	103	156
Sweden.....	17	31	29	42	33	49
Switzerland.....	3/	3/	34	151	38	164
United Kingdom.....	19	1,258	121	1,013	136	1,640
Total.....	192	1,804	747	2,328	902	3,278

1/ Oranges, 70 pounds; lemons, 76 pounds; grapefruit, 80 pounds

2/ Includes grapefruit.

3/ Included in lemons

#### EUROPEAN IMPORTS OF FRESH CITRUS

Oranges and Tangerines. In calendar year 1962, 11 Western European countries imported a total of 80 million boxes of oranges and tangerines, 7 million more than 1961, and 23 million more than the 1951-55 average. Compared with Europe, the United States used only 36.8 million boxes of fresh oranges and tangerines in 1962-63. Even though Europe's orange and tangerine imports increased, the U. S. share of the market has declined to less than 2 percent of 1962 imports.

Germany was Europe's major orange market, importing 24 million boxes in 1962 compared with imports of 21 million boxes by France, and 12 million by the United Kingdom.

Grapefruit. In calendar year 1962, these same 11 Western European countries imported only 4 million boxes of fresh grapefruit, much less than the 16 million consumed in the United States during the 1962-63 season. However, Europe's imports of grapefruit are increasing slowly from a 1951-55 average of 2 million boxes to a 1961 total of 3 million boxes.

The United States is sharing in Europe's growing grapefruit market, and in 1962 supplied 900,000 boxes, about 21 percent of total European imports. The continued discrimination of the United Kingdom against U. S. grapefruit remains a major barrier to expanding U. S. exports since the United Kingdom is the largest market, importing 1.7 million boxes in 1962, about half of Europe's total. France and Germany are the other major markets, taking about a half million boxes each.

Lemons. In 1962, Western Europe imported 9 million boxes of lemons, as compared with 8 million boxes in 1961, and 6 million boxes for the 1951-55 average. In 1962-63, the United States also used 9 million boxes of fresh lemons, making the U. S. and European lemon markets about equal.

The U. S. share of Europe's lemon market has declined from 1.6 million boxes shipped in 1961 to only 1 million boxes in 1962. This is partly owing to a decline in German sales from 209,000 boxes in 1961, to 46,000 boxes in 1962. The German Food Law requirement regarding diphenyl continues to hinder U. S. lemon sales there. Germany is Europe's largest lemon market, followed by France and the United Kingdom.

#### REPORTS ON MARKET AREAS FROM U. S. AGRICULTURAL ATTACHES

#### WEST GERMANY 1/

Fresh Fruit Imports. During 1962-63 the volume of Germany's fresh citrus imports was 13 percent lower than in 1961-62, but the value was practically the same both years. The large decline was primarily the result of the relative scarcity of foreign supplies, and the subsequent rise in prices, which, together with other factors, tended to check demand. As in the previous year, the German

1/ From a despatch by Ernest Koenig, Assistant Agricultural Attaché and Dr. Paul E. Minneman, Agricultural Attaché, American Embassy, Bonn, Germany.

citrus market was supplied by many countries. The bulk of imports originated in Spain (38 percent), Italy (19 percent), Israel (13 percent), and Morocco (12 percent). Imports from the United States amounted to only about 1 percent of the total.

Table 2.--WEST GERMANY: Imports of fresh citrus fruit  
in 1961-62 and 1962-63

Kind of fruit	:	1961-62	:	1962-63
	: Quantity	:	Quantity	
	: Metric tons	:	Metric tons	
Lemons	:	133,080	:	118,167
Oranges	:	693,805	:	594,971
Mandarines	:	68,180	:	53,425
Grapefruit and other	:	26,160	:	37,390
Total	:	921,225	:	803,953

Federal Office of Statistics.

Lemons. West Germany imported about 118,000 metric tons of lemons during 1962-63, approximately 11 percent less than during the previous year. The reduction in imports may be accounted for primarily by lower shipments from Italy (- 14 percent) and Spain (- 11 percent). Nevertheless, in 1962-63 these two countries remained the major suppliers of lemons. Italy accounted for 74 percent (in 1961-62 76 percent) and Spain for 13 percent (13 percent). Turkey's share increased to 6 percent (2 percent) but that of the United States fell to 2 percent (5 percent). Only Turkey was able to increase the absolute volume of its exports to Germany.

Appreciable quantities of Turkish lemons were imported during the period December-February, and toward the end of the winter season were often treated with diphenyl. Also, all Italian lemons arriving at the beginning of June were so treated. Lemons from California were reportedly of excellent quality and in good demand.

Oranges and Mandarines. In 1962-63, oranges accounted for 74 percent of all of Germany's citrus imports, although about 14 percent less oranges were imported than during the previous year. While imports of Spanish and Moroccan oranges declined by 38 and 16 percent, those of Israel increased by 89 percent and those of Brazil even more--118 percent. In spite of this shift in sources of supply, Spain remained the largest supplier of oranges accounting for 44 percent of the total (1961-62: 61 percent). The relative shares of other major suppliers were as follows: Israel 15 percent (7 percent), Morocco 14 percent (14 percent), and Italy 9 percent (7 percent). The importation of mandarines, tangerines, and satsumas declined in 1962-63 by 22 percent. The decline in imports from Italy was particularly heavy (- 50 percent).

Grapefruit. While imports of all other fresh citrus declined, those of grapefruit increased by 43 percent in comparison with last year. The United States, however, lost its leading position on the German market to Israel which supplied 47 percent of all grapefruit--the United States accounted for only 20 percent of all imports. South Africa, Morocco, the West Indies, Spain, and Brazil were also important suppliers.

The following table shows the per capita consumption of fresh citrus during the period July-June of the last 3 years:

Table 3.--WEST GERMANY: Per capita consumption of fresh citrus fruit, 1960-61 and 1962-63

Crop Year	: Lemons	: Oranges and Mandarines	: Grapefruit	: Total
	: Kilograms	-- Kilograms --	: Kilograms	: Kilograms
1960-61 1/	: 1.9	: 12.2	: 0.4	: 14.5
1961-62	: 2.4	: 13.5	: 0.5	: 16.4
1962-63	: 2.1	: 11.3	: 0.7	: 14.1

1/ Including Saarland.

Compiled from official foreign trade statistics.

Citrus Juice Imports. During calendar year 1962, imports of citrus juices increased by 44 percent. While concentrate juice continued to be the most important item, the increase in 1962 was almost entirely owing to larger imports of single-strength orange and grapefruit juices. The import volume of other juices remained practically the same except for an unspecified item ("citrus juices of all types"), which increased also in volume.

The United States was the largest supplier of citrus juices, followed by Israel and Italy.

The per capita consumption of all fruit juices in 1962 amounted to 1.3 kilograms (about 2.2 pounds) as compared with 1.2 kilograms in 1961, and 1.1 kilograms in 1960.

Table 4.--WEST GERMANY: Summary of imports of citrus juices and juice concentrates 1961 and 1962

Commodity	: 1961	: 1962
	: Metric tons	: Metric tons
Orange and grapefruit concentrates, also mixed, without sugar added.....	: 10,239	: 10,423
Lemon and lime concentrates, also mixed, without sugar added.....	: 612	: 427
Orange and grapefruit juice, single strength also mixed, without sugar added:	: 6,761	: 16,242
Lemon and lime juice, single strength, also mixed, without sugar added.....	: 4,659	: 4,270
Citrus juices all types, with sugar added:	: 2,542	: 4,378
Total.....	: 24,813	: 35,740

FRANCE 1/

Citrus Imports from the United States. The U. S. share of the French import market for lemons increased again during the 1962-63 marketing season (September 1 to August 31). For grapefruit however, the volume of U. S. exports and the U. S. share of the French market declined from the preceding season, reflecting reduced supplies and higher U. S. prices. The United States was the second most important supplier of both grapefruit and lemons in 1962-63, and was again by far the most important supplier of grapefruit juice.

Imports of U. S. oranges during the liberalized summer period, at 3,000 tons, were 15 percent above a year earlier. There were no imports of winter oranges from the United States last season.

Imports of U. S. lemons also increased slightly and made up 24 percent, of total French imports, compared with 22 percent of the total in 1961-62. The volume of grapefruit received from the United States declined 29 percent, and the U. S. share of the French market declined to 23 percent from 32 percent in 1961-62.

Although the U. S. share of the liberalized market for grapefruit juice declined by 15 percent last season, the United States was still by far the largest supplier in 1962-63, supplying 55 percent of total import requirements. France imported 36 tons of U. S. lemon juice, mostly single strength, last season, compared with 26 tons a year earlier. Also, a little over 100 tons of U. S. orange juice were imported under license in 1962-63, more than 3 times the imports from the United States during the preceding season.

Imports From All Sources. French imports of oranges, grapefruit, and lemons from all sources totaled 612,000 metric tons in 1962-63. This was a decline of 10 percent from the preceding season, largely the result of reduced supplies in some major producing countries. The sharpest decline occurred in imports of oranges, which were 11 percent below 1961-62. A sharp decline in imports of Spanish oranges was offset somewhat by increased imports from most other supplying countries. Lemon imports declined 7 percent, while imports of grapefruit were slightly above the preceding season.

Outlook. The outlook for a number of U. S. citrus fruits and citrus products on the French market continues to be favorable. However, the prospects for U. S. winter oranges and orange juice are less encouraging owing to continuing tight French import restrictions on these items.

A continued expansion is expected in the French demand for grapefruit and lemons and an increasing share of this expanding market should be supplied by the United States. Larger supplies of oranges expected from the nearby Mediterranean area this season will make it difficult for U. S. oranges to compete on the French market even if existing restrictions were eased. Prices of oranges imported into France during the winter months are expected to be relatively low because of strong competition from large supplies of domestically grown apples and pears.

1/ From a despatch by Dudley G. Williams, Assistant Agricultural Attaché, in the office of Paul E. Quintus, Agricultural Attaché, American Embassy, Paris, France.

The unsettled diphenyl question in France is a continuing threat to fresh citrus from the United States and other distant supplying countries. Reports from the French Government indicate that the regulations effective as of July 1, 1963, which established the maximum allowable residue tolerance and require the marking of cartons, may be amended to require the posting of notices bearing the words "Diphenyl Treated" on lots of treated fruit on sale at the retail level. U. S. concern about this possible amendment was conveyed to the French Foreign Office in an Aide-Memoire. The Embassy has not received a response from the French.

An increasing demand for citrus juices is underway in France and the potential market for frozen concentrates seems particularly good. Although the United States probably will gain an increasing share of the liberalized French market for grapefruit and lemon juice, possibilities for imports of U. S. orange juice are limited owing to current French preferences granted to North African countries.

Table 5.--FRANCE: Imports of fresh citrus and citrus juices,  
September 1962 - August 1963

Item	: U. S.	: Spain	: Italy	: Israel	: N.Africa	: S.Africa	Total	1/
	: Metric	: Metric						
	: tons	: tons						
Oranges.....	3,063	83,613	--	12,952	353,941	33,115	516,169	
Lemons.....	16,907	13,334	17,093	3,407	11,286	--	71,310	
Grapefruit.....	5,661	86	--	10,543	4,160	1,916	24,741	
Juices:								
<u>Orange</u>								
1 liter or less :								
Unsweetened..	13	98	4	119	1,706	--	1,940	
Sweetened....	93	--	--	--	4,378	--	4,471	
Over 1 liter								
Unsweetened..	3	11	4	11	1,482	--	1,511	
Sweetened....	12	--	--	--	888	--	900	
<u>Grapefruit</u>								
1 liter or less :	2,500	--	--	120	1,282	--	3,902	
Over 1 liter...	946	--	--	14	1,409	--	2,369	
<u>Lemon:</u>								
Single strength:	33	--	19	--	30	--	82	
Concentrated..	3	--	144	--	65	--	212	

1/ Includes all specified and unspecified sources.

French Customs Bureau, Ministry of Finance.

BELGIUM 1/

Statistical data for the first 6 months of 1963 indicate a rather substantial decrease in citrus fruit imports compared with the similar period a year ago. Imports of oranges totaled 69,775 metric tons this year as compared with 84,943 metric tons during January-June 1962, or a decrease of 17.7 percent.

Lemons also decreased from 7,862 metric tons imported during the first 6 months of 1962, to 7,050 metric tons this year, a decrease of 9 percent.

Imports of grapefruit are reported this year at 4,533 metric tons or 4 percent above the 4,291 metric tons imported last year.

Spain remained the chief supplier for oranges but its relative importance as compared with total imports was less significant than last year, when it supplied 75.9 percent of the total. Spain's share of the Belgian market amounted to 46.3 percent only.

Israel with 20,102 metric tons of oranges is the No. 2 supplier, however, Israel's share has gained in importance with a 28.9 percent share of the market the first 6 months of 1963 as compared with 13.2 percent in the same period last year.

Italy has now become the No. 3 orange supplier with 6.9 percent of the market the first 6 months of 1963 as compared with 2.7 percent during the first 6 months of 1962.

No U. S. oranges were shipped from January until June this year. Last year the United States supplied 2,293 metric tons of oranges. The United States remains the main supplier for lemons, but it should be noted that lemons constituted only 45.7 percent of total 1963 imports compared with 65.8 percent during the first 6 months of 1962.

Belgium's lower imports of lemons from the United States have been compensated mostly by an increase in shipments from Italy, which supplied 2,450 metric tons or 34 percent of the market.

Israel accounted for almost all the increase recorded in total grapefruit imports this year, and remains the No. 1 supplier with 68.8 percent of the total.

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1/ From a despatch from the office of Clayton E. Whipple, Agricultural Attaché, American Embassy, Brussels, Belgium.

Table 6.--Imports of citrus fruits into Belgium

	<u>1961</u> : Jan. - Dec.	<u>1962</u> : Jan. - Dec.	<u>1962</u> January - June	<u>1963</u> June
	<u>Metric tons</u>	<u>Metric tons</u>	<u>Metric tons</u>	<u>Metric tons</u>
<u>Oranges 1/</u>	:	:	:	:
Spain.....	74,012	86,740	64,502	32,255
Israel.....	12,035	11,323	11,232	20,102
Netherlands.....	6,152	3,043	1,395	1,462
United States.....	18,045	14,466	2,293	10
Italy.....	768	319	2,348	4,762
Union of South Africa	5,946	8,491	865	--
Morocco.....	--	238	--	3,743
Other countries.....	7,307	5,943	2,308	7,441
Total.....	<u>124,265</u>	<u>130,563</u>	<u>84,943</u>	<u>69,775</u>
<u>Lemons</u>	:	:	:	:
Italy.....	--	2,448	1,366	2,450
Netherlands.....	2,600	977	837	70
United States.....	8,880	9,193	5,274	3,239
Turkey.....	--	--	--	204
Israel.....	--	--	--	888
Other countries.....	1,456	1,120	385	199
Total.....	<u>12,936</u>	<u>13,738</u>	<u>7,862</u>	<u>7,050</u>
<u>Grapefruit</u>	:	:	:	:
Netherlands.....	706	410	310	261
United States.....	2,516	2,496	986	705
Israel.....	1,994	3,399	2,874	3,192
Other countries.....	542	287	121	375
Total.....	<u>5,758</u>	<u>6,592</u>	<u>4,291</u>	<u>4,533</u>

1/ Includes tangerines and clementines.

National Statistical Institute.

THE NETHERLANDS 1/

Netherlands' import statistics for January through August 1963 show slightly lower imports for all citrus fruit than during the same period a year ago. Orange crop damage in Spain and the United States caused imports of oranges from these suppliers to drop by 60 and about 20 percent respectively, compared with the same period a year ago. On the other hand, imports of oranges from Morocco, Brazil, and Israel during January-August 1963 were 63, 68, and 109 percent higher respectively. A rather substantial drop in orange and grapefruit imports from Surinam occurred. Surinam oranges are mainly the home crushing type and since Surinam has now completed its own orange juice factory, it has reportedly reduced the available supply for export to the Netherlands. Also, rumors about some crop damage were reported.

Trade in citrus fruit is rather quiet during September and October, although during this period the Netherlands regularly imports oranges from countries such as Brazil, Argentina, South Africa, the United States, and less important areas such as Mozambique. Of the Southern Hemisphere countries, Brazil especially gained much from the decreased supplies of principal exporting countries such as the United States and Spain. Through August, Brazil shipped 2,942,000 cases of oranges against 2,268,200 in the same period last year. The Mediterranean area, particularly Israel and Morocco, filled the gap of decreased supplies from Spain.

Table 7.--THE NETHERLANDS: Imports of fresh citrus fruit during the period January-August 1962 and 1963 with comparisons

Country										
	Oranges	1962	Tangerines and clementines	1962	Lemons	1962	Grapefruit	1962	1963	
	-	-	-	-	-	-	-	-	-	-
France	---	1,525	--	464	--	--	--	--	--	--
Belgium	6,559	3,812	123	188	219	250	113	296		
Italy	---	--	2,115	1,262	2,285	1,855	--	--	--	
Spain	84,296	35,434	2,106	1,161	576	--	--	--	--	
Turkey	---	2,088	--	--	--	277	--	--	--	
Morocco	13,267	21,609	496	945	--	--	--	589		
Algeria	---	--	164	--	--	--	--	--	--	
Egypt	1,040	247	--	--	--	--	--	--	--	
S. Africa	4,103	4,425	--	--	--	--	--	254		
United States	13,507	11,231	--	--	3,122	2,922	2,913	1,496		
Surinam	2,734	60	--	--	--	--	2,225	1,089		
Brazil	13,633	22,844	--	170	--	--	--	--	--	
Israel	15,896	33,257	--	--	--	207	982	2,612		
Cyprus	---	1,300	--	--	--	--	--	--	--	
Other	2,967	3,848	107	297	453	663	1,108	639		
Total	158,002	141,680	5,111	4,487	6,655	6,174	7,341	6,975		

Central Bureau of Statistics.

1/ From a despatch from the office of George A. Parks, Agricultural Attaché American Embassy, The Hague, Netherlands.

DENMARK 1/

Oranges. Spain is normally the largest supplier of oranges to Denmark, but the freeze caused Spain to place second behind Israel, which supplies nearly 50 percent of the market during 1962-63. During the winter season the United States was not able to compete with oranges from Spain and Israel, and during the summer season most of the imports are from South Africa. However, when U. S. supplies are adequate and prices more competitive, larger sales may be expected and it is anticipated that some sales of California navels may be possible next spring if the crop is as large as expected and prices competitive. Denmark is one of the few countries which definitely prefers navel oranges when they are available at competitive prices.

Lemons. Winter lemon imports declined slightly in 1962-63, because of a relatively short U. S. crop and a smaller than usual crop in Sicily. Part of the short fall was made up by imports from Cyprus, not a normal supplier, and by increased imports from Israel. The U. S. lemon is generally preferred on the Danish market over the Italian product but cannot usually compete price-wise during the mid-winter months. During the summer and early fall of 1963 the U. S. summer lemons have sold better than in recent years due to the large crop in California and Arizona, which permitted large supplies to be available at reasonable prices. It is expected that the demand for lemons will gradually increase during the next few years. There is reason to believe that the United States can continue to be a large supplier to Denmark.

Grapefruit: Imports of grapefruit from the United States fell drastically in 1962-63 because of a short U. S. crop. Increased imports from Israel filled up much of the void. It must be stated that Israeli grapefruit are generally preferred on this market but California and Arizona grapefruit are sold to a considerable extent in the summer months. This summer the shortage of large sizes available from the United States limited sales. It is understood that the U. S. large sizes were sold domestically to replace sales usually made by Florida producers. The Danish consumer does not readily purchase small-sized grapefruit in the summer months since an attractive product must be available to attract his interest, there being so many other fruits on the market.

The high price of U. S. grapefruit this past season also was a factor in holding down sales to Denmark.

Citrus Juices. Imports of citrus juices into Denmark increased from 2,700 metric tons in 1961-62 to 3,822 metric tons in 1962-63. The United States nearly doubled its sales and the future appears reasonably bright. Spain was the second largest supplier. Sales of Greek juice increased sharply, in part due to a report of the Danish Home Economics Research Institute showing that the Greek juice contained more vitamin C than other brands on the market. The statistics shown include both single-strength juice imported in retail-size containers and large-size containers imported for the food trade.

1/ From a despatch by Harold L. Koeller, Agricultural Attaché, American Embassy, Copenhagen, Denmark.

Table 8.--DENMARK: Imports of fresh citrus fruit and citrus juices,  
July 1, 1962 to June 30, 1963

Item	:	:	:	:	North	South	:
	: U. S.	: Spain	: Italy	: Israel	Africa	Africa	Total
	: Metric : tons	: Metric : tons	: Metric : tons	: Metric : tons	: Metric	: Metric	: Metric
Oranges 1/	: 325	: 12,519	: --	: 18,686	: 324	: 5,188	: 39,368
Lemons	: 1,027	: --	: 3,350	: 1,023	: --	: --	: 6,447
Grapefruit	: 257	: --	: --	: 1,805	: --	: --	: 2,520
	:	:	:	:	:	:	:
Citrus juice 2/	: 1,108	: 1,039	: 246	: 694	: --	: --	: 3,822

1/ Includes tangerines.

2/ Includes all types.

Danish Statistical Department.

Israeli Market Promotion. It is understood that the Israeli citrus industry spent approximately 400,000 Danish kroner (approximately equivalent to \$59,000) during the 1962-63 season to promote oranges, grapefruit, and lemons. They plan to continue their promotion this season and their goal is to increase their sales of regular oranges from 390,000 to 400,000 boxes, sales of Jaffa late oranges from 80,000 to 100,000 boxes, sales of grapefruit from 50,000 to 60,000 boxes, and sales of lemons from 70,000 to 80,000 boxes.

One of the devices of the Israeli market promotion is to give a free vacation for a shop owner and his wife in Majorca. To qualify, the shopkeeper must display Israeli oranges, grapefruit, and lemons together with various posters during a two month period and apply for the prize. Israeli inspectors check on the grocers and the winner is selected by lot from those that qualified under the rules. It is reported that this has resulted in a great deal of publicity and display of Israeli fruit at a very slight cost to the promotion program.

#### NORWAY 1/

Oranges. Imports of oranges from all sources increased by 3 percent to 51,709 metric tons in 1962-63 or the equivalent of about 31 pounds per capita. Israel moved up to the first place among the suppliers and accounted for 32 percent of total Norwegian imports with Spain in second place (29 percent). An interesting aspect of the orange import picture is the growing trade with Morocco (up from 3 to 11 percent); importers feel that this development will continue.

Imports of oranges from the Union of South Africa during the summer of 1963 were hampered by threats of boycott of products from that country for political reasons (a protest against South Africa's apartheid policy). However, the low prices set for these oranges to some extent offset the boycott.

1/ From a despatch by Bjorn K. Leborg, Agricultural Specialist, American Embassy, Oslo, Norway, in the office of Harold L. Koeller, Agricultural Attaché, American Embassy, Copenhagen, Denmark.

The United States share of the Norwegian orange market remained at a moderate 5 percent. These were California oranges imported during the summer months when competing supplies come from South Africa and Brazil.

The opening prices of oranges from Spain were the same as those at the opening of the last season. The special import arrangements which have been in effect for oranges from Israel and the Union of South Africa are expected to continue this season. Imports of oranges from the Union of South Africa are expected to continue through the panel of three main importers. One of them, the Federation of Consumer Cooperatives, is momentarily not doing business with that country for the political reasons mentioned above.

Grapefruit. The market for grapefruit continues to be very limited: total imports were only 1,073 metric tons compared with 1,131 metric tons during the previous year. Over 58 percent of the grape fruit came from Israel and only about 22 percent from the United States, mostly in the summer months.

Lemons. Imports of lemons were slightly higher than during the previous year. The United States continued to be by far the most important supplier although its share of the market dropped from 87 to 64 percent.

Citrus Juices. Sales of citrus juices from the United States were hampered by high prices during last season. Retail sales of canned orange juice are increasing slowly but are still awaiting consumer acceptance.

Industrial citrus juices now are coming mainly from Spain and other Mediterranean countries because of the relatively high prices of U. S. juices. Importers state that the sale of U. S. industrial juices is mainly a price question. Under otherwise equal conditions, they prefer juice from Italy, Spain and Israel because of the coloring. The prices from the United States would therefore have to be lower than those quoted from these countries.

As of March 1, 1963, the import duty was abolished on unsweetened orange-grapefruit juices in containers of 3.5 kilograms (7.7 lbs.) or more. More than 400 metric tons of juice under this classification were imported from Denmark during March through June of this year. Investigation has confirmed that this is not orange juice but raw material for a soft drink bottler who has specialized in a low-priced orange-type drink and is thus benefiting from a duty reduction which was designed to stimulate the use of real orange and grapefruit juices in Norway.

1/ From a despatch by Bjorn K. Leborg, Agricultural Specialist, American Embassy, Oslo, Norway, in the office of Harold L. Koeller, Agricultural Attaché, American Embassy, Copenhagen, Denmark.

Table 9.--NORWAY: Imports of fresh citrus fruit and citrus juices,  
July 1, 1962 - June 30, 1963

Item	:	:	:	:		North	South	:
	: U. S.	: Spain	: Italy	: Israel	: Africa	Africa	Total	
	: Metric : tons							
Oranges 2/	2,577	14,971	520	16,286	5,523	8,242		51,709
Grapefruit	240	--	--	624	--	141		1,073
Lemons	1,534	21	115	216	69	178		2,387
Juice:								
Orange								
Sweetened	10	--	1	--	--	--		17
Lemon and								
lime	38	--	6	13	--	8		139
Orange and								
grapefruit :								
Unsweetened:	122	58	18	62	--	--		473

1/ Includes specified and unspecified sources.

2/ Includes tangerines.

Norwegian Central Bureau of Statistics.

#### SWEDEN 1/

Fresh Fruit. Imports of citrus fruit in 1962-63 approximated 1961-62 imports with a moderate decrease for oranges and increases for grapefruit and lemons. Citrus juice imports continued to rise with the U. S. share remaining at about half of the total.

As compared with the previous year, imports of oranges from Italy and Israel increased substantially while imports from Spain fell to about half of the 1961-62 volume. South Africa held its position but in recent months the imports from this country have been restricted by the refusal by one leading importer to buy from this source.

The U. S. share of grapefruit and lemon imports declined while Israel increased its shipments substantially. Imports of orange juice from Israel were also larger in 1962-63 than in the previous year.

Outlook. Due largely to favorable crop prospects in Spain, and to anticipated lower prices of oranges not only from Spain, but Israel and Morocco as well, a larger volume of imports from these countries is expected by the trade in 1963-64. Since total imports will be only slightly larger, if at all, the U. S. share will depend a great deal on the price of U. S. oranges.

1/ By Dr. Georg Frostenson, Agricultural Economist in the office of Hugh V. Robinson, Agricultural Attaché, American Embassy, Stockholm, Sweden.

Table 10.--SWEDEN: Imports of fresh citrus fruit and citrus juices  
July 1, 1962 to June 30, 1963

Item							South		<u>1/</u>	
	U. S.		Spain		Italy		Israel			
	Metric tons									
Oranges <u>2/</u>	310	24,834	20,960	30,676	10,305	95,818				
Lemons	1,619	24	1,642	774	23	5,009				
Grapefruit	837	12	--	1,801	93	3,318				
Citrus juice										
Unsweetened										
Containers 3 kilos or less	2,737	25	16	719	29	3,732				
More than 3 kilos	149	386	687	618	350	2,454				
Sweetened										
All sizes	115	--	--	2	--	138				

Official sources.

1/ Includes specified and unspecified sources.

2/ Includes tangerines.

Consumption of oranges during the summer of 1963 has been negatively affected by the ample supplies of other fruits in Sweden including grapes, strawberries, and cherries.

The increasing trend in grapefruit consumption is expected to continue at a slow rate. Swedish eating habits limit the use of grapefruit as a breakfast food.

Juices. The effects of the Florida freeze and increased supplies in the Mediterranean area is likely to cause a certain shift to Mediterranean orange juices. Total imports may not increase in 1963-64. Greece has entered the market as a supplier of juice of reportedly good quality and prices as low as 65 öre (12.5 cents) f.o.b. per can. For comparison, according to trade sources, Israeli juice sells for about 73 öre and Florida juice about 95 öre per can. A trend to Greek juice is anticipated in 1963-64, but so far purchases from Greece have been small. The shift from grapefruit juice and blends of grapefruit-orange juice to pure orange juice continues owing to preference. New carbonated and noncarbonated drinks with bases of citrus juice concentrates continue to appear on the market.

#### AUSTRIA 1/

Fresh Citrus Fruit. In the 1962-63 season, Austrian imports of fresh citrus fruit, with the exception of grapefruit, will be down from 1961-62 levels. For individual types, the following annual percentage decreases have been estimated on the basis of import statistics for the first 9 months of citrus

1/ From a despatch from the office of Norris C. Ellertson, Agricultural Attaché, American Embassy, Vienna, Austria.

year 1962-63; lemons, down 12 percent; oranges, down 8 percent, and tangerines down 29 percent from 1961-62. Only imports of grapefruit are expected to run higher approximately 23 percent above last year.

AUSTRIA: Imports of fresh citrus fruit, crop year 1959/60-1962/63 1/

Item	: 1959-60	: 1960-61	: 1961-62	: 1962-63
	: Metric tons	: Metric tons	: Metric tons	: Metric tons
Lemons	: 20,043	: 19,837	: 23,115	: 20,300
Oranges	: 59,280	: 57,150	: 61,651	: 57,000
Tangerines	: 7,459	: 6,154	: 6,868	: 4,900
Grapefruit	: 1,012	: 1,158	: 1,058	: 1,300
Total	: 87,794	: 84,299	: 92,692	: 83,500

Austrian Central Statistical Bureau.

1/ November-July.

No specific factors can explain the erratic behavior of Austrian imports of fresh citrus fruit. There is some inter-relationship between domestic apple supply and prices on one hand and consumer demand for oranges on the other hand, but several other factors enter in; levels of employment and personal income, occasional medical columns in the press encouraging greater consumption of vitamin C, and weather conditions all have a bearing upon the consumption of oranges and tangerines in this country.

The decline in lemon sales may be due to the fact that more people have begun to worry about the health hazard said to arise from the use of diphenyl on lemons, but just as likely it may have been caused by an increase in prices of staple foods earlier in 1963 that prompted less well-to-do households to economize on food items not considered essential; in Austria, lemons as well as other fruit and vegetables would come under this category.

Fluctuations in Austrian grapefruit consumption carry no special significance. In terms of per capita disappearance, the changes from one year to the next are negligible.

The United States continued to play a minor role as a supplier of fresh citrus fruit to Austria. In the first 9 months of citrus year 1962-63, 6 percent of the lemons, 0.05 percent of the oranges, and 25 percent of the grapefruit imported into Austria came from the United States. As usual, European sources such as Italy, Spain, Greece, and Israel dominated the Austrian market for fresh citrus fruit.

Citrus Fruit Juices. Sales of single-strength citrus juices in Austria have profited by a sharp rise in tourists, an expansion of supermarket retailing facilities, and increasing consumer awareness that canned citrus juices are unadulterated quality products. Although still relatively expensive, such juices no longer rate as a "luxury item" with Austrian middle-class households.

AUSTRIA: Imports of single-strength citrus juices, crop years  
1959-60 through 1962-63

	: 1959-60 : Metric tons	: 1960-61 : Metric tons	: 1961-62 : Metric tons	: 1962-63 : Metric tons
Grapefruit juice, unsweetened 1/	:	:	:	:
	:	398	454	599
Grapefruit juice, sweetened 2/	:	52	38	24
Orange, lemon juice, unsweetened	:	808	804	973
Orange, lemon juice, sweetened	:	208	361	700
Total, single-strength: juices	:	1,466	1,657	2,296
	:	:	:	:
1959/60 = 100	:	100	113	157
	:			
				193

1/ Preliminary estimate, based on official import data for period November 1962 through July 1963.

2/ This item may include a varying proportion of pineapple juice.  
Austrian Central Statistical Bureau.

While canned single-strength citrus juices have come within the financial reach of a fairly large segment of the Austrian population, the annual per capita intake is still very low, about 0.4 liters, or less than 18 ounces. Considerable potential for additional sales exists.

U. S. shipments of these juices accounted for 20 percent of total arrivals during the first 9 months of citrus year 1962-63. In the preceding 3 seasons, imports from the United States were between 26 and 36 percent of Austria's overall procurements.

An "automatic licensing" procedure was made applicable to liberalized shipments of U. S. citrus juices effective September 1, 1962. Prior to that date Austrian importers wishing to bring in liberalized U. S. commodities had to go through the formality of submitting applications for import permits, which were then "automatically" granted. This procedure, while serving no practical purpose other than enabling a closer check on Austrian imports from the United States, inevitably caused some delay, extra paper work and expense, and thus favored imports of comparable non-U. S. commodities for which no "import License" of this somewhat unusual type were needed.

It had been hoped that elimination of this discriminatory feature would enhance the competitive position of U. S. citrus juices in the Austrian market. Actually, however, the U. S. share of overall imports has gone down since the beginning of citrus year 1962-63, mainly because of price.

A large Vienna food importer recently supplied a set of price quotations that explains the shift from the United States to other sources of supply. The prices are as follows:

U. S.

Orange juice,

unsweetened, 1 carton/24 cans @ 18 oz. . . \$4.03, f.a.s. Tampa, Florida

Grapefruit juice,

unsweetened, 1 carton/24 cans @ 18 oz. . . 3.08,f.a.s. Tampa, Florida

Grapefruit juice,

unsweetened, 1 carton/24 cans @ 18 oz. . . 3.59,f.a.s. Tampa, Florida

Israel

Orange juice,

unsweetened, 1 carton/24 cans @ 18 oz. . . 3.10, c.i.f. Rjeka or Trieste\*

Grapefruit juice,

unsweetened, 1 carton/24 cans @ 18 oz. . . 3.30, c.i.f. Rjeka or Trieste\*

Greece

Orange juice,

unsweetened, 1 carton/24 cans @ 18 oz. . . 3.30, c.i.f. Rjeka or Trieste\*

\* Freight to Austrian border approximately A.S. 20.00 (77¢) per 100 kilograms.

Concentrates: Austrian imports of concentrated citrus fruit juices in citrus year 1962-63 will be slightly below the preceding year's level of about 330 metric tons. So, for the third year in succession, i.e., since itemized statistics were first published, Austrian consumption of citrus juice concentrates has not made any gains.

Major supplier countries for concentrated citrus juices are Italy, Israel, Spain and West Germany 1/. Imports from the United States in the first 9 months of citrus year 1962-63 accounted for only 12 percent of total receipts. In 1961-62, 8 percent of total imports came from the United States.

Without a special market development program it is unlikely that Austria will become a worthwhile market for American citrus concentrates. Household use of canned concentrates is still negligible, due in part to widespread lack of appropriate deep-freeze facilities; and soft drinks based on artificial flavoring or on domestic fruit juice concentrates enjoy a price advantage in the retail market.

Recently the Austrian Society for Consumer Information made a relevant study of price relations and found that the range of retail prices for soft drinks with citrus flavor extends from about Austrian schillings 5.40 to 11.20 (20-43 U. S. cents) per liter. Prices for quality products containing a natural citrus component normally will occupy the upper half of this price range.

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1/ Includes bottlers bases.

Beer and unfermented apple cider, on a liter basis, retail at about A.S. 5.80 (22 cents) and 6.00 (23 cents), respectively. It is difficult for the more expensive soft drinks made from citrus juice concentrates to meet this kind of competition.

Consumer representatives doubt that prices of this order for better quality soft drinks are justified. Some sources believe that Austria's brewers, who have succeeded in bringing a sizeable segment of the Austrian soft drinks market under their control, are striving to check the increase in consumer demand for nonalcoholic beverages by setting prices at comparatively high levels.

In the past decade Austrian breweries carried out a comprehensive program to modernize operations and to increase production. To capitalize on these investments it was necessary to maximize beer sales. Brewers met the growing competition from nonalcoholic beverages by building up soft drink manufacturing and distributing, and then made the difference between prices of soft drinks and beer just large enough to afford beer a competitive advantage.

It might appear that it should make little difference to breweries whether they sell beer or lemonades. Actually, however, beer sales have priority because (1) existing production capacities must not be allowed to go unutilized, and (2) beer drinkers, in terms of total expenditure per individual, are better customers than consumers of nonalcoholic beverages.

Another factor limiting sales of bottled soft drinks in Austria is a deeprooted prejudice based upon the notion that such drinks contain additives which may be harmful to human health.

#### SWITZERLAND 1/

Swiss imports of citrus fruit in 1962 amounted to 104,537 metric tons or 7.6 percent more than in 1961. This included an increase of 6.8 percent in oranges and tangerines, 11.1 percent in lemons, and 9.2 percent in grapefruit. However, this trend of increasing imports was interrupted in 1963. During the first 8 months, 68,555 metric tons of fresh citrus fruit were imported as against 78,051 metric tons in the same period of the previous year; the reduction amounted to 13.1 percent for oranges and tangerines, 12 percent for lemons and 3.2 percent for grapefruit. The main reason for this decrease in imports of citrus fruit is price.

Imports of fresh citrus fruit from the United States are not important and are decreasing. They amounted to 2.1 percent of total imports during the first 8 months of 1963 as against 2.9 percent from January through August 1962. Comparing imports from other countries during the same two periods, those from Italy increased from 49.8 percent in 1962 to 59.3 percent in 1963, and imports from Israel from 15.1 to 23.3 percent. Within the same periods, imports from Spain fell from 26.1 to 6.9 percent.

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1/ From a despatch by Print Hudson, Agricultural Attaché, American Embassy, Bern, Switzerland.

Fruit juice imports also increased in 1962 as compared with 1961, but decreased during the first 6 months of 1963 as compared with the same period of 1962.

The U. S. share of fruit juice imports increased from 51.9 percent during calendar year 1961 to 63.7 percent during 1962, but decreased from 59.9 percent during the first 8 months of 1962 to 52.6 percent during the same months of 1963.

Table 11.--SWITZERLAND: Imports of fresh citrus fruit and lemon juice 1962, and September 1962 to August 1963

Item	: U. S.:	Spain	: Italy	: Israel	: Others	: Total
	: Metric:	Metric	: Metric	: Metric	: Metric	: Metric
	: tons	tons	: tons	: tons	: tons	: tons
<u>Oranges 1/</u>	:	:	:	:	:	:
1962	:	21	30,723	35,788	7,412	5,988
Sept.'62-Aug. '63:	:					79,932
	:	79	16,683	38,156	10,979	6,277
<u>Lemons</u>	:	:	:	:	:	:
1962	:	1,127	1,934	13,791	148	284
Sept.'62-Aug. '63:	:	891	349	13,171	470	865
	:					17,284
	:					15,746
<u>Grapefruit</u>	:	:	:	:	:	:
1962	:	1,394	198	18	5,102	609
Sept.'62-Aug. '63:	:	752	181	11	5,330	864
	:					7,321
	:					7,128
<u>Fruit juice 2/</u>	:	:	:	:	:	:
1962	:	2,302	253	164	467	428
Sept.'62-Aug. '63:	:	1,632	109	71	609	319
	:					3,614
	:					2,740
<u>Lemon juice 3/</u>	:	:	:	:	:	:
1962	:	--	--	226	--	--
Sept.'62-Aug. '63:	:	--	--	253	--	--
	:					226
	:					253

Official Customs Statistics of Switzerland.

1/ Includes tangerines.

2/ Includes juices other than citrus and both single-strength and concentrate juice.

3/ For technical industrial use.

#### IRELAND 1/

Ireland's increased standard of living is reflected in its rising imports of oranges, lemons, grapefruit, and citrus juices. Combined citrus imports in 1961 were 347,625 cwt. valued at £1,073,193 (\$3,004,940) compared to 393,146 cwt. imported during 1962 valued at £1,129,790 (\$3,163,412). Imports of fruit juices amounted to 21,950 cwt. valued at £166,566 (\$466,385) during 1961 compared to 34,119 cwt. valued at £242,035 (\$677,698) during 1962.

1/ From a despatch by M. Mac Inerney, Agricultural Assistant, and C. S. Stephanides, Agricultural Attaché, American Embassy, Dublin, Ireland.

The United States is competitive in the lemon, grapefruit, and high quality fruit juice market at present, and intermittently shares the market for oranges. Although there is a strong demand for U. S. West Coast oranges, the price is not competitive with South African, Israeli, Brazilian and Spanish oranges. We may expect increased competition from Israel and South Africa in the Irish citrus market. Israel is increasing its share of the fruit juice market also.

Citrus fruit juice makes up the bulk of Irish fruit juice imports. The quantity of such imports is steadily increasing. Most citrus juices are still imported in cans. However, as supermarkets are established the importation of frozen juice is expanding.

Since most fruit juices consumed in Ireland are reprocessed locally under local brand names, the concentrated forms will have better demand. There is more demand for reprocessed orange and lemon juice than canned. Orange juice is diluted with carbonated liquids and bottled for the retail market. Canned grapefruit sections have a better market in Ireland than fresh grapefruit. Grapefruit sections are served before meals and are also becoming more important in the manufacture of fruit cocktail.

While the U. S. share of the grapefruit market has been decreasing, that from Israel and Cyprus have been increasing. This was partly due to a U. S. longshoreman's strike during January-March 1963 and also to the low price of competing fruit.

Irish statistics do not distinguish between canned grapefruit sections and other canned fruit.

Table 12.--IRELAND: Imports of fresh citrus fruit and fruit juices 1962 and January to June 1962 and 1963

Item and Season:	U.S.	Spain	Italy	Israel	Brazil	S.Africa	Total 1/
	: Cwt. 2/						
<u>Oranges 3/</u>	:	:	:	:	:	:	:
1962	: 5,604	: 87,946	: 226	: 113,944	: 42,956	: 84,626	: 350,756
Jan.-June	:	:	:	:	:	:	:
1962	: --	: 66,840	: --	: 105,625	: 12,210	: 16,439	: 212,516
1963	: --	: 31,643	: --	: 131,936	: 38,810	: 17,274	: 223,250
<u>Lemons</u>	:	:	:	:	:	:	:
1962	: 2,809	: 945	: 12,141	: 969	: --	: --	: 20,015
Jan.-June	:	:	:	:	:	:	:
1962	: 1,876	: --	: 6,766	: 32	: --	: 50	: 9,894
1963	: 2,028	: --	: 4,276	: 18	: --	: 237	: 7,204
<u>Grapefruit</u>	:	:	:	:	:	:	:
1962	: 5,604	: --	: --	: 8,312	: --	: 5,724	: 22,375
Jan.-June	:	:	:	:	:	:	:
1962	: 3,690	: --	: --	: 6,845	: --	: 1,714	: 13,664
1963	: 2,203	: --	: --	: 8,238	: --	: 1,743	: 15,196
<u>Fruit Juices 4/</u>	:	:	:	:	:	:	:
1962	: 8,818	: 1,894	: 1,124	: 6,740	: --	: 324	: 34,119
Jan.-June	:	:	:	:	:	:	:
1962	: 3,786	: 1,026	: --	: 5,906	: --	: --	: 19,109
1963	: 4,090	: n.a.	: 1,906	: 6,511	: --	: --	: 23,871
	:	:	:	:	:	:	:

Official sources.

1/ Includes specified and unspecified sources. 2/ 112 pounds. 3/ May include tangerines. 4/ Includes juices other than citrus.

UNITED KINGDOM 1/

The Board of Trade this season did not extend the period for imports of grapefruit from the Dollar Area 2/ as was the case last year. Therefore, all imports of grapefruit from the Dollar Area ceased on October 1, 1963.

Grapefruit supplies this year have not been as short as they were a year ago. Supplies of oranges are adequate and it is estimated that the Mediterranean producing countries will have one of the biggest crops in recent years. Also, there is this year a good U. K. crop of apples, both in quantity and quality, which has eased fruit prices generally.

1963-64 sea freight rates for citrus fruit to the United Kingdom

U. S. East Coast	- in fiber cartons not exceeding 14/12 cubic ft. 70¢ each contract - non-contract 80¢ each.
U. S. West Coast	- lemons (40-lb. carton) \$1.00, orange (30-lb. carton) \$1.00, grapefruit 35½-lb. carton) \$1.00.
Canada	- 75¢ a box not exceeding 1.4 cubic feet.
Spain	- oranges and lemons 56¢ per American box of 36 kilos, 31¢ per ½ box of 15-18 kilos.
Israel	- standard box 84¢, ½ box 43¢, cartons 47¢ (last season's rates)
South Africa	- \$24.80 per 40 cubic feet.

Citrus Juices. The October price of natural lemon juice of Mediterranean and Sicilian origin was 91 cents per gallon for the better quality produce. This is an increase of about 28 cents per gallon over last year. Prices of lemon juice this season are considerably higher than last year since there are limited supplies available from California and other supplying areas. Lemon concentrate prices range from \$3.50 to \$3.64 per gallon, an increase of about \$1.12 over last year's prices. One of the United Kingdom's largest users of lemon juice stated that it usually buys approximately 400,000 gallons of juice from California, but owing to the high prices it bought its total supply from other countries.

In October 1963, West Indian grapefruit juice sold at 91 cents per gallon for industrial single-strength juice and \$2.52 to \$2.66 per Imperial gallon for 4-1 concentrate.

At the same time, industrial Mediterranean orange juice sold at \$1.05 per Imperial gallon of single-strength juice, and \$4.00 to #4.34 per Imperial gallon for 6-1 concentrate (mostly preserved). These are also higher prices than the previous season.

Grapefruit Sections. The October 1963 retail price of Israeli 20-oz. canned grapefruit sections is 30 cents. Sections from the British West Indies are 28 cents.

1/ From a despatch from Walter A. Stern, Assistant Agricultural Attaché, American Embassy, London, England.

2/ Bolivia, Canada, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Rep. of Honduras, Liberia, Mexico, Nicaragua, Panama, Philippines, United States and Venezuela.

Canned B.W.I. single-strength grapefruit juice is being retailed at 17 cents per 19-oz. can. Israeli and B.W.I. orange juice are 20 cents. These prices have not changed from last year.

Government Policy. Quotas are still in effect for canned citrus and fresh grapefruit, and in addition, seasonal restrictions are imposed on fresh grapefruit from the dollar area. No such restrictions are made for these products from other areas. The quota for imports of grapefruit juice and orange juice from the dollar area during the 12 months commencing October 1, 1963 will be £300,000 (\$840,000) c.i.f., the same as in previous 12 months.

The quota for imports of canned grapefruit from the dollar area during the year October-September 1963-64 will be £450,000 (\$1,260,000) c.i.f., and the quota for imports of fresh grapefruit from the dollar area for the period March 1, 1964 to September 30, 1964 will also be repeated at £150,000 (\$420,000) c.i.f.

A separate quota for imports of \$70,000 of fresh grapefruit from Cuba in calendar 1964 has been announced by the Board of Trade.

On March 14, 1964, the United Kingdom removed restrictions on the import of frozen orange juice concentrate from the dollar area. While frozen orange juice concentrate may be imported from the dollar area after March 14, all other discriminatory quota restrictions remain in force.

#### U. S. CITRUS EXPORTS

Orange and grapefruit products. In the 1962-63 season, total U. S. single-strength orange juice exports declined about 720,000 cases to 1.9 million cases. Sales declined in all markets and it was the smallest export volume of the past 4 seasons. Single-strength grapefruit juice exports also declined from 2.2 million cases in 1961-62 to 1.7 million.

Total exports of hot-pack concentrated orange juice also declined from 1.1 million gallons to 982,000 gallons, and hot-pack grapefruit juice concentrate declined from 239,000 gallons to 138,000 gallons. Since most hot-pack orange juice is produced in California, supplies and exports were more normal.

Frozen orange juice concentrate exports in 1962-63 totaled 3.6 million gallons compared with 4.9 million gallons in 1961-62. This is a good record for exports considering the Florida fruit losses.

Grapefruit section exports were the smallest in the past 4 seasons, and total exports of 211,000 cases were less than half 1960-61 exports. The United Kingdom continued to be the largest market.

While short supplies of citrus products in the United States dominated this export season, the continuation of restrictive discriminatory quotas seriously limits U. S. exports of orange and grapefruit juice and grapefruit sections in the United Kingdom, and orange juice in France and Italy.

Lemon Juice. Total U. S. exports declined from 1.9 million gallons to 1 million gallons in 1962-63, the lowest level of exports in the past 6 seasons. Exports to Canada were maintained, but exports to other markets were less than half the previous season.

Essential Oils. Lemon oil exports declined to 237,000 pounds, the lowest of the past 6 seasons, and 380,000 pounds less than the previous season. In contrast, orange oil exports totaled 3 million pounds, nearly equal to the previous season, and the second highest since 1957-58.

The shortage of U. S. supplies rather than the lack of a market restricted U. S. lemon oil exports.

Table 13.--ORANGE AND GRAPEFRUIT PRODUCTS: U. S. exports by kind, to general and specific areas, November 1, 1960 - October 31, 1963

Year ending Oct. 31 and market area	Orange Juice			Grapefruit Juice			Blended juices	Grapefruit sections
	Single- strength	Concentrate	Hot pack:Frozen	Single- strength	Concentrate	Hot pack : Frozen		
	1,000 cases	1,000 U.S.gal.	1,000 U.S.gal.	1,000 cases	1,000 U.S.gal.	1,000 U.S.gal.		1,000 cases
1960-61:								
Canada.....	1,634	234	3,364	971	42	139	722	73
Europe.....	143	555	701	735	84	18	49	372
Far East.....	47	160	19	22	6	1/	5	3
Middle East.....	25	5	22	9	6	2	9	3
Africa.....	21	28	3	7	47	--	7	1
Caribbean.....	31	9	40	5	7	7	11	1
Latin America.....	25	12	53	16	80	27	7	1/
Other areas.....	1/	--	--	1/	--	--	--	--
Total.....	1,926	1,003	4,202	1,765	272	193	810	453
1961-62:								
Canada.....	1,831	176	3,918	961	85	147	648	59
Europe.....	580	618	865	1,134	114	93	93	286
Far East.....	74	325	17	18	1	1	5	6
Middle East.....	35	3	36	15	9	10	8	2
Africa.....	18	5	5	8	1	1	3	1/
Caribbean.....	42	2	38	6	10	3	10	1
Latin America.....	29	19	26	23	19	9	15	1/
Other areas.....	--	--	--	1/	--	--	1/	--
Total.....	2,609	1,148	4,905	2,165	239	264	782	354
1962-63:								
Canada.....	1,540	200	2,741	848	6	164	641	55
Europe:								
Austria.....	2	4	4	3	--	1/	--	--
Belgium-Luxembourg.....	38	10	4	39	29	1	5	1/
Denmark.....	8	3	1	4	11	--	8	1
France.....	3	1	3	216	--	1/	2	1/
Germany, West.....	35	179	595	223	17	1	1	2
Ireland.....	2	1	1/	12	--	--	--	29
Italy.....	8	--	--	16	1/	2	1	1
Netherlands.....	50	194	27	26	10	--	--	5
Norway.....	8	7	1	5	--	--	1	1/
Sweden.....	36	20	66	28	9	3	24	1
Switzerland.....	10	49	60	23	28	1	2	2
United Kingdom.....	29	1/	--	165	2	--	1	107
Other.....	1/	1	--	1	2	--	10	1/
Total.....	229	469	761	761	108	8	55	148
Far East:								
Malaya.....	8	93	10	4	1/	--	1/	2
Hong Kong.....	7	14	13	2	--	1/	1/	1/
Japan.....	12	--	--	5	--	--	1	2
New Zealand.....	--	1	--	--	--	--	--	--
Philippines.....	2	144	1	1/	--	--	--	--
Other.....	5	8	11	3	--	1	3	1/
Total.....	34	260	35	14	1/	1	4	4
Middle East:								
Bahrein.....	3	--	1	1	--	1	--	1
Kuwait.....	8	--	1/	1/	1/	--	4	1/
Saudi Arabia.....	9	2	7	1	1/	1/	44	1/
Israel.....	--	--	3	5	2	5	--	--
Other.....	11	3	9	5	1	2	2	1
Total.....	31	5	20	12	3	8	50	2
Africa:								
Algeria.....	--	--	--	1/	--	--	--	--
S. Africa, Rep. of.	1	--	--	--	--	--	--	--
Other.....	15	2	1	7	1/	1/	2	1/
Total.....	16	2	1	7	1/	1/	2	1/
Caribbean:								
Bahamas.....	13	8	10	2	--	1	8	1/
Bermuda.....	5	2	12	2	--	1	12	1
Cuba.....	--	--	--	--	--	--	--	--
Netherlands Antilles	6	1	10	1	--	2	17	1/
Other.....	2	--	1	1/	--	--	2	--
Total.....	26	11	33	5	--	4	39	1
Latin America:								
Canal Zone.....	--	--	--	--	--	1	--	--
Mexico.....	8	5	--	5	21	--	1	1
Venezuela.....	--	30	9	--	--	1	1/	1/
Other.....	3	1/	2	4	1/	6	5	1/
Total.....	11	35	11	9	21	8	6	1
Other areas.....	1	--	1/	--	--	--	--	--
Total all markets	1,888	982	3,602	1,656	138	193	797	211

1/ Less than 500 units.

U. S. CITRUS EXPORTS

Oranges and tangerines. U. S. exports in 1962-63 totaled 4.4 million boxes compared with 4.9 million in 1961-62, and 5.2 million in 1960-61. The small exports to Latin America were sustained and exports to major markets declined.

Table 14.--ORANGES AND TANGERINES: U. S. exports by season and market area, November 1, 1960 - October 31, 1963

Destination	Winter exports			Summer exports		
	Nov. 1 - Apr. 30			May 1 - Oct. 31		
: 1960-61: 1961-62: 1962-63:	1961	:	1962	:	1963	
: 1,000 boxes of 84 lbs. :			1,000 boxes of 84 lbs.			
:			:			
Canada.....	1,639	:	1,762	:	1,342	:
: 1,408	:	1,263	:	1,113	:	
Europe:	:	:	:	:	:	:
Belgium.....	7	:	4	:	354	:
Denmark.....	--	:	--	:	18	:
Finland.....	3	:	--	:	13	:
France.....	--	:	1	:	119	:
Germany, West.....	3	:	--	:	10	:
Iceland.....	--	:	--	:	--	:
Ireland.....	--	:	1	:	2	:
Netherlands.....	12	:	47	:	6	:
Norway.....	27	:	4	:	52	:
Sweden.....	3	:	--	:	2	:
Switzerland.....	--	:	2	:	4	:
United Kingdom.....	2	:	4	:	13	:
Total.....	57	:	63	:	21	:
				1,217	:	995
				:		999
Far East:	:	:	:	:	:	:
Malaya & Singapore...	23	:	11	:	3	:
Hong Kong.....	168	:	255	:	193	:
New Zealand.....	37	:	--	:	2/	:
Philippines.....	18	:	15	:	12	:
Other 1/.....	20	:	9	:	9	:
Total.....	266	:	290	:	217	:
				408	:	479
				:		431
Caribbean:	:	:	:	:	:	:
Bahamas.....	5	:	5	:	5	:
Bermuda.....	4	:	3	:	2	:
Netherlands Antilles..	17	:	24	:	10	:
Other.....	--	:	--	:	--	:
Total.....	26	:	32	:	17	:
				28	:	40
				:		6
Latin America:	:	:	:	:	:	:
Mexico.....	36	:	16	:	34	:
Other.....	2	:	1	:	1	:
Total.....	38	:	17	:	35	:
				66	:	53
				:		63
Other markets.3/.....	2	:	--	:	4/	
				104	:	--
				:	--	:
Total all markets..	2,028	:	2,164	:	1,736	:
				3,127	:	2,830
				:		2,619

1/ India, Indonesia, Japan, Korea, Macao, Nansei and Nanpo Islands, and Viet-Nam, Laos, and Cambodia. 2/ Less than 500 boxes. 3/ Algeria, Congo, Aden, Bahrein, Saudi Arabia, and other Africa. 4/ Includes 101,000 boxes to East Germany.

Grapefruit. U. S. exports in 1962-63 totaled 2 million boxes compared with 2.9 million boxes in 1961-62, and 2.7 million boxes in 1960-61. Smaller summer exports to Canada and Western Europe accounted for most of the decline.

Table 15.--GRAPEFRUIT, FRESH: U. S. exports by season and market area,  
September 1, 1960 - August 31, 1963

Destination	Winter exports			Summer exports		
	Sept. 1 - Feb. 28	1960-61: 1961-62: 1962-63	Mar. 1 - Aug. 31	1961	1962	1963
	<u>1,000 boxes of 78 lbs.</u>			<u>1,000 boxes of 78 lbs.</u>		
Canada.....	804	: 912	: 774	: 980	: 950	: 546
Europe:						
Belgium-Luxembourg...	10	: 14	: 10	: 64	: 52	: 34
Denmark.....	2	: 2	: 1	: 21	: 12	: 6
France.....	20	: 55	: 50	: 128	: 147	: 124
Germany, West.....	38	: 64	: 54	: 79	: 82	: 28
Ireland.....	1	: 1	: 1	: 5	: 10	: 3
Netherlands.....	36	: 126	: 116	: 186	: 208	: 130
Norway.....	2	: 2	: 2	: 10	: 7	: 2
Sweden.....	16	: 25	: 15	: 13	: 17	: 8
Switzerland.....	3	: 2	: 2	: 20	: 21	: 8
United Kingdom.....	9	: 18	: 9	: 163	: 124	: 23
Other.....	1	: 4	: 7	: 5	: 2	: 5
Total.....	138	: 313	: 267	: 694	: 682	: 371
Far East						
Malaya & Singapore....	1	: 1	: 2	: 3	: 2	: 1
Hong Kong.....	1	: 1	: 1	: 1	: 4	: 2
Japan.....	4	: 8	: 1	: 13	: 6	: 10
Other.....	8	: 1/	: 1/	: 3	: 1/	: 1
Total.....	14	: 10	: 4	: 20	: 12	: 14
Caribbean:						
Bahamas.....	1	: 1/	: 1/	: 1	: 1/	: 1
Netherlands Antilles..	1	: 1	: 2	: 1	: 2	: 1
Other.....	--	: 1/	: 1/	: 1	: 1	: 1/
Total.....	2	: 1	: 2	: 3	: 3	: 2
Mexico.....	2	: 3	: 2	: 3	: 5	: 3
Other markets.....	1	: 1	: 1	: 1/	--	: 3
Total all markets....	961	: 1,240	: 1,050	: 1,700	: 1,652	: 939

1/ Less than 500 boxes

Lemons. U. S. lemon exports in the 1962-63 season totaled 2.9 million boxes, 740,000 boxes more than 1961-62, and 140,000 boxes more than 1960-61. Increased sales to France, Netherlands, Germany, the United Kingdom, and Belgium accounted for most of the increase.

Table 16.--LEMONS AND LIMES: U. S. exports by season and market area,  
November 1, 1960 - October 31, 1963

Destination	Winter exports			Summer exports							
	Nov. 1 - Apr. 30			May 1 - Oct. 31							
	1960-61	1961-62	1962-63	1961	1962	1963					
	<u>1,000 boxes of 76 lbs.</u>			<u>1,000 boxes of 76 lbs.</u>							
Canada.....	192	:	195	:	204	:	222	:	221	:	227
Europe:											
Belgium-Luxembourg.	145	:	131	:	52	:	138	:	77	:	183
Denmark.....	20	:	16	:	10	:	38	:	14	:	52
Finland.....	14	:	14	:	13	:	4	:	4	:	10
France.....	196	:	244	:	105	:	254	:	139	:	654
Germany, West.....	107	:	123	:	15	:	321	:	91	:	299
Iceland.....	2	:	3	:	2	:	2	:	2	:	2
Ireland.....	2	:	1/	:	3	:	3	:	3	:	5
Netherlands.....	139	:	191	:	87	:	304	:	129	:	383
Norway.....	32	:	31	:	16	:	24	:	21	:	30
Sweden.....	25	:	18	:	18	:	27	:	26	:	65
Switzerland.....	10	:	--	:	1	:	44	:	10	:	11
United Kingdom.....	102	:	114	:	31	:	137	:	55	:	158
Other.....	8	:	12	:	--	:	68	:	65	:	14
Total.....	802	:	897	:	353	:	1,364	:	636	:	1,866
Far East:											
Hong Kong.....	9	:	16	:	16	:	17	:	16	:	23
New Zealand.....	2	:	--	:	2	:	--	:	--	:	--
Japan.....	44	:	56	:	54	:	50	:	50	:	73
Other.....	2	:	3	:	1	:	4	:	1	:	2
Total.....	57	:	75	:	73	:	71	:	67	:	98
Caribbean.....	1	:	1	:	2	:	2	:	2	:	2
Mexico.....	30	:	36	:	35	:	36	:	49	:	60
Other markets.....	1/	:	--	:	1	:	1	:	--	:	1/
Total all markets..	1,082	:	1,204	:	668	:	1,696	:	975	:	2,253

1/ Less than 500 boxes.

Canada: The United States is still the dominant supplier of the Canadian market, but Mexico, Israel, and South Africa have made significant inroads during the past 9 years. Shortages of winter oranges in the United States during 1963-64 will result in Canada's buying even more oranges from the non-limited states' sources.

The U. S. situation is indicated by the data at hand. In 1955, the United States supplied over 80 percent of Canada's oranges--in 1962, only 75 percent.

Table 17.--Canada: Imports of oranges and tangerines  
by country of origin, 1955-1963

Year	U. S.	Mexico	S. Africa	Israel	Japan	Other	Total
	: 1,000	: 1,000	: 1,000	: 1,000	: 1,000	: 1,000	: 1,000
	: 70-lb.box						
	:	:	:	:	:	:	:
1955	: 5,621	: 46	: 2	: 13	: 304	: 42	: 6,028
1956	: 5,475	: 23	: 1	: 37	: 324	: 35	: 5,895
1957	: 5,368	: 27	: 1	: 18	: 396	: 18	: 5,828
1958	: 3,915	: 562	: 46	: 62	: 363	: 45	: 4,993
1959	: 5,398	: 64	: 18	: 83	: 483	: 10	: 6,056
1960	: 4,367	: 268	: 419	: 100	: 586	: 16	: 5,756
1961	: 3,938	: 361	: 493	: 124	: 547	: 22	: 5,485
1962	: 3,974	: 158	: 659	: 116	: 364	: 14	: 5,285
Jan.-Sept.	:	:	:	:	:	:	:
1962	: 3,105	: 134	: 518	: 116	: 22	: 12	: 3,907
1963 1/	: 2,300	: 99	: 440	: 260	: --	: 168	: 3,267

Foreign Trade of Canada.

1/ Preliminary.

The following report by Mr. Fred J. Rossiter, Agricultural Attaché at the American Embassy in Ottawa, indicates the interest of a foreign competitor, Israel, in attaining an even greater future share of this market.

The Citrus Marketing Board of Israel put on a large and successful Jaffa orange promotional dinner dance at the Queen Elizabeth Hotel in Montreal on February 4th.

The occasion was the annual Canadian Fruit Wholesalers' Convention held this year in Montreal, February 3-5. This Convention brings together all of the leading Canadian fruit wholesalers from across the country. The timing of the event was perfect as it coincided with the arrival in Canada of the new crop of Jaffa oranges. Three shipments have arrived at Halifax since mid-January 1964.

Upon arrival, cocktails were served and an orchestra entertained the guests who had an opportunity to inspect a beautiful display of Jaffa oranges and to sample them. At 8:00 p.m. the guests were invited to dinner. Another orchestra, 10 pieces, entertained the guests who

numbered about 350, during the dinner. An indirect entertainment during the dinner were two workmen putting up two large Jaffa orange posters on a sidewall of the dining salon. Posters about 8'x10' were well colored. One poster stated "Jaffa Oranges Welcome You" (in English and in French). The other poster "Jaffa Oranges Are Best For Your Health."

Short talks were given at the conclusion of the dinner by representatives of the Marketing Board, Government of Israel, and a brokerage firm.

#### U. S. CITRUS IMPORTS

Citrus fruit shortages, the result of the 1962-63 freeze in Florida, made orange imports rise to over 1 million boxes in the 1962-63 season, compared with 316,000 boxes in 1961-62. Orange juice imports also increased from 1.1 million gallons in the calendar year 1962 to 4.9 million gallons in 1963.

On a crop year basis, November 1 1962, to October 31, 1963, orange juice imports totaled 3.9 million gallons, single-strength equivalent, of which Mexico supplied 1.6 million gallons, British Honduras, 742,000 gallons; Surinam, 186,000; Argentina, 432,000; Israel, 26,000; South Africa, 438,000, and Chile, 105,000 gallons. Most of the difference between crop year and calendar year imports is the result of December 1963 imports of about 631,000 gallons of juice from Argentina, and 154,000 gallons from South Africa.

Imports of both oranges and orange juice will probably decline to about 1961-62 levels as Florida orange production is restored.

Lemon juice imports in 1962-63 were 2.4 million gallons, the highest in the past 6 years. Lime juice imports, however, remained about the same. Imports of concentrated juice increased from 149,000 gallons to 269,000 gallons, and single-strength juice imports declined from 613,000 gallons in 1962 to 488,000 gallons in 1963.

Orange oil imports remained about the same at 135,000 pounds, but lemon oil imports increased from 237,000 pounds in 1962, to 749,000 pounds in 1963.

Table 18.--ORANGES: U. S. imports by origin, 1961-62 and 1962-63 1/

Origin	1961-62		1962-63	
	: 1,000 70-lb. boxes	:	: 1,000 70-lb. boxes	
:	:	:	:	
Mexico.....	297	:	987	
Japan 2/.....	3	:	4	
Israel.....	13	:	51	
Italy.....	4/	:	1	
Spain.....	3	:	4	
Haiti.....	--	:	4	
Jamaica.....	4/	:	15	
Dominican Rep.....	--	:	4/	
Taiwan.....	--	:	4/	
Brazil 3/.....	--	:	1	
Total.....	316	:	1,067	

U. S. Bureau of the Census.

1/ Crop years, November 1962-October 31, 1963. 2/ Imports into Alaska.

3/ Probably ships stores--imports into the United States are prohibited by quarantine. 4/ Less than 500 boxes.

Table 19.--U. S. imports of orange and lime juice, monthly, 1961-63

Month	Orange juice		Concentrated 2/		Lime juice		Single-strength U.S.gal.: U.S.gal.
	1961	1962	1963	1961	1962	1963	
January.....	0	62	3/	0	3/	81	37
February.....	312	597	364	1	0	15	18
March.....	374	304	198	0	0	1	29
April.....	281	148	374	5	41	3/	37
May.....	531	0	200	1	31	6	10
June.....	344	0	729	4	9	0	10
July.....	31	3/	541	0	3/	3/	100
August.....	2/	0	100	10	57	90	127
September....	65	0	89	0	0	0	52
October....	0	0	1,312	4	0	0	37
November....	6	0	227	0	11	3	46
December....	62	0	825	5	0	19	22
Total.....	2,006	1,111	4,959	30	149	269	525
							613
							488

1/ Item 1770090, citrus juice concentrate unspecified, excluding lemon and lime, mostly orange, but may include some other citrus juice, expressed in single-strength equivalent.

2/ Item 1770010, lime juice concentrate, expressed in single-strength equivalent.  
3/ Less than 500 gallons.

WASHINGTON, D. C. 20250

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Table 20.--U. S. trade in lemon juice and essential oil of  
 orange and lemon, crop year, Nov. 1, 1957-Oct. 31, 1963

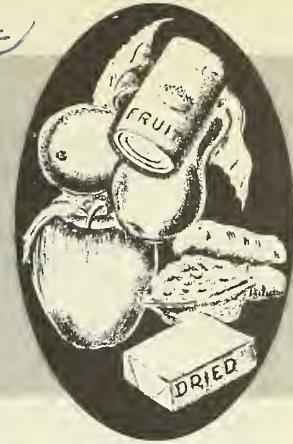
Year and Area	Lemon juice		Orange oil		Lemon oil	
	Exports	Imports	Exports	Imports	Exports	Imports
	Single-strength		:	:	:	:
	equivalent 1/		1,000	1,000	1,000	1,000
	1,000 U.S. gal.		pounds	pounds	pounds	pounds
1957-58:						
Canada.....	333	--	46	--	53	--
Other areas...	1,752	157	2,275	64	325	32
Total.....	2,085	157	2,321	64	378	32
1958-59						
Canada.....	307	--	45	--	21	5
Other areas...	1,772	1,691	2,264	77	254	82
Total.....	2,079	1,691	2,309	77	275	87
1959-60						
Canada.....	335	--	48	--	97	13
Other areas...	1,919	174	2,363	65	507	67
Total.....	2,254	174	2,411	65	604	80
1960-61						
Canada.....	361	--	69	--	128	10
Other areas...	1,578	160	2,694	79	618	172
Total.....	1,939	160	2,763	79	746	182
1961-62						
Canada.....	379	--	68	--	56	18
Other areas...	1,497	838	3,069	130	564	292
Total.....	1,876	838	3,137	130	620	310
1962-63						
Canada.....	325	--	55	--	38	23
Other areas...	709	2,385	2,946	135	199	726
Total.....	1,034	2,385	3,001	135	237	749

1/ Includes single-strength and preserved hot pack and frozen concentrate expressed in single-strength equivalents.

943  
7637

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## SUMMER CITRUS PROSPECTS

### FOR COMPETITION IN EUROPE

#### SUMMARY

Oranges: Competing exports to Europe are estimated at 12 million boxes, about 1 million boxes higher than 1963 and the highest in the past 6 years. South Africa, Argentina and Brazil will process record quantities of orange juice for sale in Europe and Canada. South Africa will probably expand exports to the Canadian market.

Grapefruit: Summer grapefruit supplies in competing areas are estimated at near last season's record levels. Competing summer grapefruit exports to Europe are estimated at over 1 million boxes, the highest in the past 6 years. Nearly 80 percent of competing supplies will come from South Africa's expanding industry.

Lemons: Competing supplies of summer lemons are estimated near last season's low levels due to small crops in Spain and Sicily. Total lemon exports from Spain and Italy, June through September, are forecast at 1.25 million boxes compared to 2.42 million boxes in this period in 1962, and 2.05 million boxes in 1961.

The small Mediterranean summer lemon crop will result in excellent marketing opportunities in Western Europe for U. S. summer lemons, June to October. However, record stocks of lemon juice in Sicily will continue to depress world lemon juice prices.

Table 1.--ORANGES AND TANGERINES: Production 1959-63 and exports to Europe from principal suppliers competing with the United States, summer seasons, 1960-64

Origin	: 1959	: 1960	: 1961	: 1962	1/	Est. 1963
	: Mil.					
Production 2/	: boxes					
Argentina 3/.....	19.3	22.6	21.5	21.8		20.0
Brazil 3/.....	24.0	25.0	25.0	26.0		24.0
Surinam.....	.3	.1	.2	.2		.2
South Africa, Rep. of...	11.3	8.5	12.0	11.3		13.2
Total.....	54.9	56.2	58.7	59.3		57.4
Exports 4/						
	: 1960	: 1961	: 1962	: 1963	1/	Est. 1964
Argentina.....	0.02	0.06	0.06	0.24		0.20
Brazil.....	3.50	3.09	2.35	4.21		3.50
Surinam.....	.08	.05	.09	--		--
South Africa, Rep. of 5/	8.11	6.22	7.34	6.41		8.30
Total.....	11.71	9.42	9.84	10.86		12.00

1/ Preliminary. 2/ Year of bloom, August and September. Boxes of 70 pounds.  
 3/ Includes unharvested production. Washington estimate of commercial crop.  
 4/ Shipments to Europe, May - November of year shown. Boxes of 70 pounds.  
 5/ Excludes exports to non-European markets.

Table 2.--GRAPEFRUIT: Production 1959-63 and exports to Europe from principal suppliers competing with United States, summer seasons, 1960-64

Origin	: 1959	: 1960	: 1961	: 1962	1/	Est. 1963
	: Mil.					
Production 2/	: boxes					
Argentina.....	0.88	1.15	1.30	1.41		1.20
Brazil.....	.30	.30	.30	.50		.50
Mozambique.....	.10	.10	.15	.15		.15
Surinam.....	.15	.05	.10	.18		.15
South Africa, Rep. of...	.58	.60	.90	1.00		1.10
Total.....	2.01	2.20	2.75	3.24		3.10
Exports 3/						
	: 1960	: 1961	: 1962	: 1963	1/	Est. 1964
Argentina.....	4/	4/	4/	0.02		0.01
Brazil.....	.06	.05	.07	.11		.10
Mozambique.....	.07	.08	.09	.10		.11
Surinam.....	.12	.06	.13	.10		.10
South Africa, Rep. of...	.42	.47	.59	.62		.78
Total.....	.67	.66	.88	.95		1.10

1/ Preliminary. 2/ Year of bloom, August and September. Boxes of 80 pounds.  
 3/ Shipments to Eastern and Western Europe, May-November of the year shown.  
 Boxes of 80 pounds. 4/ Less than 10,000 boxes.

Table 3.--LEMONS: Production 1959-63 and exports to Europe from principal suppliers competing with United States, summer seasons, 1960-64

Origin	: 1959	: 1960	: 1961	: 1962 1/	: Est. 1963
	: Mil.				
Production 2/	: <u>boxes</u>				
Argentina 3/.....	: 2.55	: 2.51	: 2.38	: 2.31	: 2.00
Chile.....	: 1.16	: 1.22	: 1.28	: 1.30	: 1.40
South Africa, Rep. of..	: .28	: .30	: .30	: .30	: .30
Italy (est. Verdelli)..	: 1.49	: .94	: 1.14	: 1.03	: .92
Total.....	: 5.48	: 4.97	: 5.10	: 4.94	: 4.62
	:	:	:	:	:
	: 1960	: 1961	: 1962	: 1963 1/	: Est. 1964
Exports 5/					
Chile.....	: .08	: .08	: .08	: .18	: .20
Italy 6/.....	: 1.47	: 1.80	: 1.61	: 1.20	: 1.00
Spain 6/.....	: .34	: .25	: .81	: .09	: .25
South Africa, Rep. of..	: .17	: .20	: .20	: .24	: .25
Total.....	: 2.06	: 2.33	: 2.70	: 1.71	: 1.70
Mediterranean only:	:	:	:	:	:
<u>June and July</u>	:	:	:	:	:
Italy.....	: .93	: 1.22	: 1.17	: .88	: .70
Spain.....	: .28	: .20	: .54	: .06	: .20
Total.....	: 1.21	: 1.42	: 1.71	: .94	: .90
<u>Aug. and Sept.</u>	:	:	:	:	:
Italy.....	: .54	: .58	: .44	: .32	: .30
Spain.....	: .06	: .05	: .27	: .03	: .05
Total.....	: .60	: .63	: .71	: .35	: .35
	:	:	:	:	:

1/ Preliminary. 2/ Year of bloom, July, August, and September. Boxes of 76 pounds. 3/ Includes unharvested production. 4/ Spanish summer production not estimated separately. 5/ Shipments to Eastern and Western Europe, June-November, including USSR, in 76-pound boxes. 6/ Shipments to Europe, June-September.

REPORTS ON COMPETING AREAS

Argentina 1/

Production

Production of citrus fruit in Argentina during the 1962-63 crop year was slightly higher than during the previous crop year, although nearly all the increase was in production of tangerines, which are in least demand. Orange and lemon crops were slightly smaller than in 1961-62 but in grapefruit the steady increase of the past few years continued. Production by types and provinces follows:

<u>Province</u>	<u>Lemons</u>	<u>Tangerines</u>	<u>Oranges</u>	<u>Grapefruit</u>
	Metric tons	Metric tons	Metric tons	Metric tons
Buenos Aires	14,300	28,100	61,000	9,300
Corrientes	6,100	11,750	211,000	6,930
Entre Rios	5,150	108,000	49,000	11,730
Jujuy	9,880	7,500	27,200	4,650
Misiones	2,550	455	32,800	350
Salta	4,750	2,950	48,500	13,000
Santa Fe	3,750	18,860	19,000	970
Tucuman	30,200	8,400	28,400	775
Other	2,620	8,985	19,600	1,795
Total 1962/63	79,300	195,000	496,500	49,500
Total 1961/62	82,000	166,000	518,000	47,300

Outlook

No official estimates for the current (1963-64) citrus crop are available, but trade estimates are rather pessimistic. Abnormally heavy rainfall in most producing areas during the flowering season is believed to have reduced sharply the set of fruit and some observers predict as much as a 25 percent reduction from the quantity produced in 1962-63. This decline will probably be practically compensated for by sharp declines in unpicked and wasted fruit. In Corrientes, by far the largest producer of oranges, the decline in citrus production is forecast at one-fourth and one-third from that of last year. Nearly all other orange producing provinces also expect reductions, with the exception of the San Pedro Zone of Northern Buenos Aires Province, where new plantings coming into production may increase output of oranges by about 20 percent and of grapefruit by about 25 percent. For the country as a whole, the decline in grapefruit production will be less than for other types of citrus, as most of the new citrus plantings in recent years have been grapefruit.

1/ From a despatch by Quentin R. Bates, Agricultural Attache, American Embassy, Buenos Aires, Argentina.

### Exports

Exports of fresh citrus increased markedly during calendar year 1963 over recent previous years. Most of the increase is attributed to purchases by West Germany.

### Imports

The reduction in size of the 1963-64 crop is not expected to stimulate many imports, as sufficient citrus fruits are expected to be available for domestic consumption, particularly with the increase in processing facilities in recent years which permits the utilization of fruit which would otherwise spoil or go unpicked.

### Prices

Prices being received by producers during the current year are substantially above last year's level, as shown by the following data:

Zone	Type	Unit	1963		1964	
			A\$P	U.S.dol.	A\$P	U.S.dol.
Misiones	Oranges	1,000 fruit	300-1,000	2.22-7.41	500-1,000	3.70-7.41
"	Grapefruit	1,000 fruit	400	2.96	700-800	5.19-5.93
Entre Rios	Mandarines	22 (48-lb.)	kilo box	.26	50-60	.37-.44
" "	Oranges(common)	" "	50	.37	60	.44
" "	Oranges(Valencia)	" "	70-80	.52-.59	100	.74
" "	Grapefruit	" "	100-110	.74-.81	110-130	.81-.96
" "	Lemons	" "	60-70	.44-.52	80-100	.59-.74
San Pedro	Grapefruit	" "	70	.52	85	.63
" "	Lemons	" "	70	.52	85	.63

Note: Exchange rate about 135 pesos per dollar for 1963 and 1964.

### Marketing Situation

Domestic consumption of citrus products is expected to continue to increase during the current marketing year in spite of an anticipated decline in production. Processed products will undoubtedly make up a substantially larger percentage of total consumption this year. Exports of processed citrus are also expected to increase. The processing industry may utilize as much as 160,000 metric tons (about 5 million boxes) of fresh fruit during calendar year 1964.

Total production of processed citrus products in 1964 is expected to reach 15,000 metric tons of concentrates, about half of which will be frozen concentrates, and 6,000 metric tons of single-strength juices. In 1963, comparable figures were 8,000 tons of concentrates, including 3,000 tons of frozen concentrates, and 5,000 tons of single-strength juices. All the frozen concentrates produced in 1963 were exported and most or all of the 1964 production will also be sold overseas. Plans have, at least temporarily

been abandoned for a domestic promotion campaign to introduce frozen products, because of the scarcity of storage facilities in stores and homes. These products have gained good acceptance in foreign markets. Some single-strength juice will be exported but the high cost of cans in Argentina makes it difficult to compete with other producing countries. Domestic canned juice sales are growing, however.

### Uruguay 1/

The principal citrus production in Uruguay is of oranges and lemons. The winter varieties of these two fruits are for the most part grown in the Departments of Salto, Paysandu, Rivera and Cerro Largo, in the north, and the summer varieties in the Departments of Montevideo, Canelones, San Jose and Florida, in the south.

The tangerines and grapefruit are mostly winter varieties and mainly grown in the same southern Departments as oranges and lemons. Production of citrus (on a fresh fruit basis) follows:

<u>Fruit</u>	<u>Previous Crop</u>	<u>Current Crop</u>
	<u>1962-63</u>	<u>1963-64</u>
	<u>Metric ton 1/</u>	<u>Metric ton 1/</u>
Oranges	27,000	28,000
Tangerines	17,820	18,000
Lemons	13,000	13,500
Grapefruit	725	730
Hybrid tangerines	2,300	2,320
Total	60,845	62,550

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1/ Revised estimate.

### Production Conditions

The main harvest of the 1964 citrus crop this year will begin about May 1. Production of the winter varieties is always considerably more than from the summer varieties. Fruits of all kinds are now growing on the trees and look better than average for quality and yield. The trees survived the prolonged rains of October, November and December of 1963 and are relatively free from insects and scales. Present estimates for the May-June harvest show an increase of 3 percent over the 1963 harvest. The Orange Crush Company completed construction of an orange-juice processing plant in the city of Salto, and from fruit purchased from nearby orchards produced 111 metric tons of orange juice. This company was the exclusive exporter of this product in 1963.

### Marketing Situation and Outlook

No special problems are foreseen in marketing the 1964 citrus crop. Total production will not exceed what could be readily sold in retail city markets

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1/ From a despatch by Henry L. Buckardt, Agricultural Attaché, American Embassy, Montevideo, Uruguay.

for local consumption in Uruguay. However, a large increase in exports during 1963 has opened new interest in fruit production. The total foreign trade during calendar year 1963 consisted of exports of a 7,180 metric tons (including the fresh fruit equivalent of 110.2 metric tons of concentrated orange juice exported to Canada), as compared with 420 metric tons of fresh fruit exported during 1962. The higher exports were a direct result of: (a) Devaluation of the Uruguayan peso which made exports profitable, and (b) preparation of the new product, orange juice. Principal purchasers of fresh fruit, in order of importance, were Great Britain (1,878.8 metric tons), Germany (1,014.6 metric tons), and Holland (563.9 metric tons). No citrus fruits were imported during calendar year 1963.

Total 1963 exports were as follows:

Oranges	1,502.9	metric tons
Lemons	1,989.3	" "
Grapefruit	57.8	" "
Orange juice	<u>110.2</u>	" "
Total	3,660.2	" "

#### Prices

Prices of different citrus fruit during calendar year 1963 follows:

<u>Fruit 1/</u>	<u>January 1963</u>		<u>December 1963</u>	
	<u>U.S. dols.</u>		<u>U.S. dols.</u>	
Common oranges	1.83		2.26	
Navel oranges	4.11		2.89	
Summer oranges	2.19		2.60	
Lemons	4.57		2.89	
Grapefruit	3.65		4.05	
Tangerines	3.20		2.89	

1/ In 55-lb. boxes, except for tangerines in 59-lb. boxes.

#### Utilization

During recent past years the citrus crop almost all was consumed within the country as fresh fruit. In recent years, more and more has been canned, preserved or used in soft drinks. Last year was a record one for exports. A table showing distribution of citrus production during 1962 and 1963 follows:

	<u>1962</u>		<u>1963</u>	
	<u>Metric ton</u>	<u>Percent of total production</u>	<u>Metric ton</u>	<u>Percent of total production</u>
Consumed as fresh fruit	46,650	84	45,165	74
Consumed as canned and juices	8,230	15	8,500	14
Exported	420	1	7,180	12
Total	55,300	100	60,845	100

Canned fruits are packed in tins, most popular size equivalent to U. S. No. 8 oz. Preserves are sold in glass jars, most popular size equivalent to U. S. No. 4 oz. Juices for the soft drink industry are placed in casks, smallest of which is 10 liters. Orange juice for export is packed in 200-liter steel drums for frozen juices or in 2.8-liter tins for pasteurized juices

Brazil 1/

Production

Citrus production during 1963 was estimated by semi-official sources at 72.4 million boxes. Of this 62.8 million were oranges, with Sao Paulo the most important producer. This office, however, estimates total production at no more than 41 million boxes<sup>2/</sup>. During 1963, the worst drought in 35 years was experienced in Sao Paulo. Production was probably around 22 million boxes. There are reportedly 23.4 million trees in Sao Paulo with the average yield said to be about 1-1/4 boxes.

Processors, who are purchasing oranges to make juice, have become interested in the citrus groves and are giving growers technical assistance with an objective of increasing tree production to 3 boxes each.

Last year's drought affected this year's crop. Production in 1964 will be lower than last year's. It is estimated that it will be about 19 million boxes. If the rains continue, the fruit should have higher juice content than last year's crop. Production data follow:

	<u>Official</u>	<u>1963</u>	<u>1964</u>
		<u>Estimate 1/</u>	<u>Estimate 1/</u>
<b>Oranges:</b>			
Sao Paulo	27.0	22.0	19.0
Minas Gerais	8.0	6.0	3.0
Rio de Janeiro	6.5	4.2	2.8
Rio Grande do Sul	6.0	3.5	4.0
Parana	3.0	1.5	1.5
Santa Catarina	2.5	.9	1.0
Guanabara	2.3	.9	.9
Bahia	1.5	.6	.6
Others	6.0	2.5	2.5
Total oranges	<u>62.8</u>	<u>42.1</u>	<u>35.3</u>
Tangerines	5.4	5.0	5.0
Lemons	4.1	2.5	3.0
Grapefruit	.0	.5	.5
Grand total	72.3	49.1	43.8

1/ Attache estimate.

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- 1/ From a despatch by W. Garth Thorburn, Agricultural Official, Sao Paulo, Brazil.  
2/ The Washington estimate of 24 million boxes is probably in excess of harvested production.

### Consumption

The consumption pattern in Sao Paulo for 1963 and 1964 is likely to be as follows:

	<u>1963</u>	<u>1964</u>
	- Million boxes -	
Processing	1.6	4.4
Exports	4.9	4.0
Waste and feed	4.0	1.0
Human consumption	11.5	9.6
Total	22.0	19.0

### Development in the Citrus Industry

During the past year, Brazil became a processor and exporter of chilled orange juice as well as of frozen concentrated juice. One American firm processed about 300,000 boxes of oranges, converted them to chilled whole juice, and exported this to New York to be concentrated in Pennsylvania. Another large company using almost exclusively American equipment and technicians placed in operation a plant capable of processing 2 million boxes of oranges as well as considerable tonnages of pineapple and lemons. This firm makes concentrated frozen juice (in 1963, 1.2 million gallons), chiefly for export to West Germany and Canada. Firm representatives say that the duty of \$2.15 per gallon is too high to encourage them to export to the United States.

### Trade

Exports of citrus during 1962 totalled only 3 million boxes compared with over 4 million boxes in the first 9 months of 1963. An unofficial source puts the 1964 calendar year export at about 5 million boxes. The following is the trade's estimate of exports of citrus fruit through the end of the export year 1964:

	<u>Boxes</u> 40 kgs. (88 lb.)
Oranges	4,756,266
Grapefruit	96,388
Tangerines	10,860
Lemons	19,221

Data for orange juice exports follow:

	<u>Metric tons</u>	<u>1963</u> F.o.b. value U.S. \$1,000
West Germany	1,020	439
Canada	252	124
United States	1/ 100	6
Israel	40	15
Netherlands	128	46
United Kingdom	40	15
Total	1,580	645

1/ Chilled juice, all other frozen concentrate

Outlook

Present hopes in the trade are based on expectation of upgrading each Sao Paulo tree by 3/4 of a box, so that with 17 million trees, production of 34 million boxes could be anticipated. This may not be realistic, but with the current interest by processors of juice, it is possible that at least half the number mentioned above can be effectively converted into above-marginal production, bringing commercial output in Sao Paulo to 30 million boxes. If this should be accomplished, then the citrus processing industry may become very important in the next few years.

Chile 1/

Summary

The 1963-64 orange crop will be higher than last year's. Current trade estimates place production at around 42,000 metric tons compared with 39,500 metric tons the year before.

Lemon production for 1963-64, according to trade estimates, will be about 45,000 metric tons, slightly higher than the 44,000 metric tons harvested a year earlier.

Orange imports during 1963 amounted to 319 metric tons, all of which as usual, were imported into the northern part of the country. The trade believes that imports during the 1964 will amount to 500 metric tons. Lemon imports totaled 148 metric tons, all of which were imported from Peru into the northern part of the country.

The Government of Chile has recently authorized an import quota of 3,500 metric tons of citrus fruits for the first semester of 1964, and a similar amount is expected to be authorized for the second semester.

Orange exports during 1963 consisted only of 26 metric tons to Germany, introducing this fruit for the first time into the European market. Lemon exports amounted to 6,235 metric tons, of which 86 percent were shipped to Germany. During 1964, Chile expects to export a total of 7,000 metric tons of lemons.

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1/ From a despatch from the office of Jerome M. Kuhl, Agricultural Attaché, American Embassy, Santiago, Chile.

### Supply and Utilization

Estimated data for supply and utilization of oranges and lemons, 1962-64 follow:

	Oranges		Lemons	
	<u>1962-63</u> 1/ Metric ton	<u>1963-64</u> 2/ Metric ton	<u>1962-63</u> 1/ Metric ton	<u>1963-64</u> 2/ Metric ton
Supply:				
Production	39,500	42,000	44,000	45,000
Imports	<u>319</u>	<u>500</u>	<u>148</u>	<u>200</u>
Total	39,819	42,500	44,148	45,200
Utilization:				
Fresh fruit:				
Domestic consumption	24,793	26,400	35,413	35,600
Exports	26	100	6,235	7,000
Processed fruit	<u>15,000</u>	<u>16,000</u>	<u>2,500</u>	<u>2,600</u>
Total	39,819	42,500	44,148	45,200

1/ Revised. 2/ Forecast

Source: Trade.

### Prices

Average monthly wholesale prices of oranges and lemons, by variety, for 1963 follow:

	Oranges			Lemons
	Chilean (local)	Thompson Navel	Valencia	
	Dols. per 70-lb.box	Dols. per 70-lb.box	Dols. per 70-lb.box	Dols. per 76-lb.box
January	1.36	--	--	2.05
February	--	--	--	2.05
March	--	--	--	3.58
April	--	--	--	4.21
May	1.47	1.57	--	4.10
June	.94	1.36	--	2.84
July	1.05	1.68	--	2.96
August	.84	1.36	--	2.16
September	1.26	1.68	--	2.50
October	1.47	1.89	2.20	2.84
November	2.83	--	2.83	3.53
December	3.14	--	3.98	4.55

Source: Trade.

### Lemon Production, 1962-63 and 1963-64

The 1962-63 crop has now been estimated at 34,000 metric tons (1.3 million boxes), exactly the same as 1961-62. Since lemon groves are recovering from damage produced by the drought affecting the orchards during the 1962-63 crop year, 1963-64, yields are expected to be somewhat higher than those of the preceding year. The trade now estimates 1963-64 production at about 45,000 metric tons (1.4 million boxes), 2.2 percent higher than that of the preceding year.

### Exports and Export Prices

During 1963 total exports of lemons amounted to 6,234.8 metric tons, with a value of U.S. \$942,134, 143 percent higher than that of the preceding year. Of this total, 86 percent was shipped to Germany.

There will be no export quota for lemons during 1964, and the trade expects to ship about 7,000 metric tons during the current year. As usual, Germany is expected to be the principal importer, followed by France and Switzerland. The average export price of the 1962-63 lemon crop fluctuated between U.S. \$5.10 and 5.25 per case, f.o.b. Chilean port. Export prices for 1963-64 are expected to be somewhat higher, and could reach around U.S. \$5.81 per case.

Republic of South Africa 1/

### Production and Exports

Very dry conditions in the Transvaal areas resulted in a smaller citrus crop than initially estimated, but quality was good. Waste in Valencia was greater than usual.

There was very little rainfall in the Transvaal production areas during summer; this favors good quality again in 1964.

Including noncontrolled and out-of-season crops, production data for total citrus, 1963 and 1964, follow:

	<u>1963 1/ Cases (70 lb.)</u>	<u>1964 2/ Cases (70 lb.)</u>
Export crop	8,579,053	11,207,660
Local sales crop	4,579,948	4,140,805
Estimated noncontrolled	1,000,000	1,000,000
Estimated out-of-season crop	1,000,000	1,000,000
Total	15,159,001	17,348,465

1/ Revised. 2/ Estimates by Citrus Exchange Technical Department.

1/ From a Despatch from the office of Dr. William J. Edens, Agricultural Attache, American Embassy, Pretoria, Republic of South Africa.

By end-use and type of fruit, production data for the two years (excluding noncontrolled and out-of-season crops) are:

	1963 1/		1964 2/		
	Oranges 70-lb. box	Grapefruit 65-lb. box	Oranges 70-lb. box	Grapefruit 65-lb. box	Lemons 70-lb. box
Exports	7,454,440	853,348	265,081	9,672,562	1,263,746
Local sales	<u>3,845,871</u>	<u>557,043</u>	<u>176,568</u>	<u>3,576,047</u>	<u>406,998</u>
Total	11,300,311	1,410,391	441,649	13,248,609	1,670,744
					426,106

1/ Revised.

2/ Growers' January 1964 estimates which sometimes are about 30 percent in error.

Average realized export price for all varieties in 1962 was \$5.91 per box; in 1963, \$6.19 per box. Domestic sales for the two years were:

	1962 30-lb. boxes	1963 30-lb. boxes
Processed	4,529,000	6,433,902
Fresh fruit	<u>5,020,000</u>	<u>4,241,558</u>
Total	9,549,000	10,675,460

Active steps are now being taken to introduce smaller packs in 1964 on the local markets. The average overall prices realized there were in 1962, \$0.41 for 30-lb. gross, in 1963, \$0.64.

#### Shipping

Rates per shipping ton (40 cubic feet), follow:

	1962	U.S. dol.	1963	U.S. dol.
Conference lines	165/-	23.10	177/6	24.85
Specials	220/-	30.80	192/-	26.88
Average per case	98 cents	1.37	100	1.40

Precooling and Handling Charges--In 1963, these were \$4.17 per 40 cubic feet, in 1964, \$5.19.

Levies. Levies amounted to \$0.10 per box in 1963, and \$0.06 per box in 1964. In 1964, all overseas establishment costs will be charged as a selling expense to pools.

Table 4.--CITRUS: Exports from Argentina, Brazil, and South Africa, 1963 1/

Destination	Oranges			Lemons			Grapefruit		
	Argen-	South	Argen-	South	Argen-	South	Argen-	tina	Argen-
	tina	Brazil 2/	Africa	Brazil 2/	Africa	Brazil 2/	tina	Brazil 2/	Africa
: 1,000 : boxes									
Belgium.....	--	149	388	--	1	2	--	1	14
Finland.....	--	21	156	--	--	10	--	--	5
France.....	--	795	1,101	--	--	13	--	--	43
Germany, West..	215	687	957	--	1	8	--	--	37
Netherlands....	18	1,341	471	--	5	4	--	16	15
Norway.....	2	27	146	--	--	4	--	--	5
United Kingdom.	5	1,020	2,856	--	3	183	--	10	476
Canada.....	--	103	547	--	--	--	--	--	--
Other.....	--	189	788	--	--	17	--	--	29
Total.....	240	4,332	7,410	0	10	241	24	109	624

1/ Preliminary.

2/ Nine months, January-September.

Southern Rhodesia

The Hippo Valley Estates, which began a citrus development project in 1957, is now reported to have 75,000 orange trees planted, of which about 29,000 are bearing. Further plantings are anticipated.

Most Rhodesian citrus continues to be processed at the one large estate existing at Mazoe.

New Zealand 1/

Latest estimates of New Zealand's citrus crop for the current year--which began April 1, 1963, show a sharp decline from the previous year, particularly in the production of grapefruit:

	<u>1961 1/</u>	<u>1962 1/</u>	<u>1963 1/ 2/</u>
	Bushels (40-lb. each)		
Lemons	71,100	97,162	78,075
Meyer lemons	19,500	15,151	15,225
N.Z grapefruit	131,500	196,000	167,500
Wheeny grapefruit	8,900	11,050	11,000
Sweet oranges	20,600	28,950	25,800
Mandarins	7,200	9,700	8,450
Tangelos	500	650	850
Total	259,300	358,663	306,900

1/ Crop year. 2/ Revised estimate.

Source: New Zealand Department of Agriculture.

No data are yet available on the 1963 crop in the Cook Islands, but Fruit Distributors, Ltd. reports that imports of 1963-crop Cook Island fruit (shipped between May and September, 1963) totalled as follows:

	<u>Lb.</u>
Oranges	3,646,207
Grapefruit	273,543
Mandarins	418,574
Tangerines	508,538
Lemons	17,238

During the past few months, three shipments of U. S. oranges (California) were imported by New Zealand--the first since 1961. The total quantity involved was 42,227 boxes of 36-37 lbs. each. These were sold locally by Fruit Distributors, Ltd., at £1.19s.6d. (U.S. \$5.53) per box, and the retail price was fixed at 1s.6d (U.S. 21 cents) per pound. Retail prices of oranges from other sources are usually set at 1s.2d (16 cents) to 1s.4d (18 cents) per pound.

1/ From a despatch by Donald J. Novotny, Agricultural Attaché, American Embassy, Wellington, New Zealand.

In January 1964, a shipment of 3,000 boxes of U. S. lemons was imported into New Zealand. The previous importation of U. S. lemons was 2,500 cartons in April, 1963.

Fruit Distributors, Ltd. representatives found the recent shipments of U. S. oranges fairly well-received by consumers, but noted the price disadvantage (due in part to the extra  $\frac{1}{2}$ d. per pound duty charged on oranges from non-Commonwealth sources).

#### Italy

Difficulty has been experienced in marketing the large orange crop and the winter and spring lemon crop.

In March 1964, Sicilian lemons were quoted f.o.b. Sicily at \$2.90 to \$3.22 per packed box, compared to \$6.40 to \$6.72 per packed box in March 1963. An abundant supply of spring lemons will probably keep Sicilian lemon prices low throughout May.

The summer Sicilian lemon crop is very small, and fresh fruit exports from Italy are likely to decline in June and remain low in July, August, and September.

The low price of winter lemons has resulted in heavy use of lemons for processing.

Demand for essential oil of lemon has remained strong, and in March 1964 lemon oil was quoted at \$5.03 to \$5.48 per pound, f.o.b. Messina, compared with \$6.40 to \$6.86 per pound in March 1963.

The price Italian processors pay for field-produced lemon juice was quoted at U.S. \$0.03 per gallon in March 1964, compared with U.S. \$0.22 - \$0.28 per gallon in March 1963.

Demand for essential oil of lemon has sustained lemon processing. Very large stocks of lemon juice are on hand in Sicily, and it is likely that most of this juice will be carried over for sale in 1965. Lemon juice stored in Sicily is estimated to be in excess of 2 million gallons, and may actually be twice that amount.

Fresh citrus exports in the period January-October 1963 amounted to 336,612 metric tons, down 9 percent from the 369,525 tons exported during the same period of the previous year.

Between 1957 and 1962 orange exports decreased by 21 percent and tangerines dropped by 42 percent. In contrast, exports of lemons have been moving up (in the same period there was a 25 percent increase).

Particularly heavy has been the decline of Italian exports to the EEC countries that now import 82 percent of citrus from Spain and north Africa, 7 percent from Israel and the remaining 11 percent from Italy and other countries. Most

of the Italian citrus exports to the EEC area is lemons.

Among the major causes of present difficulties have been rising production costs, due to labor shortages, difficulty of mechanizing, an inadequate and out-of-date marketing and distributive system, high railway rates and scarcity of railway cars and old varieties no longer meeting European consumer preferences.

In addition, this year's citrus crop, especially tangerines, was reported to be heavily damaged by the "Mediterranean fly".

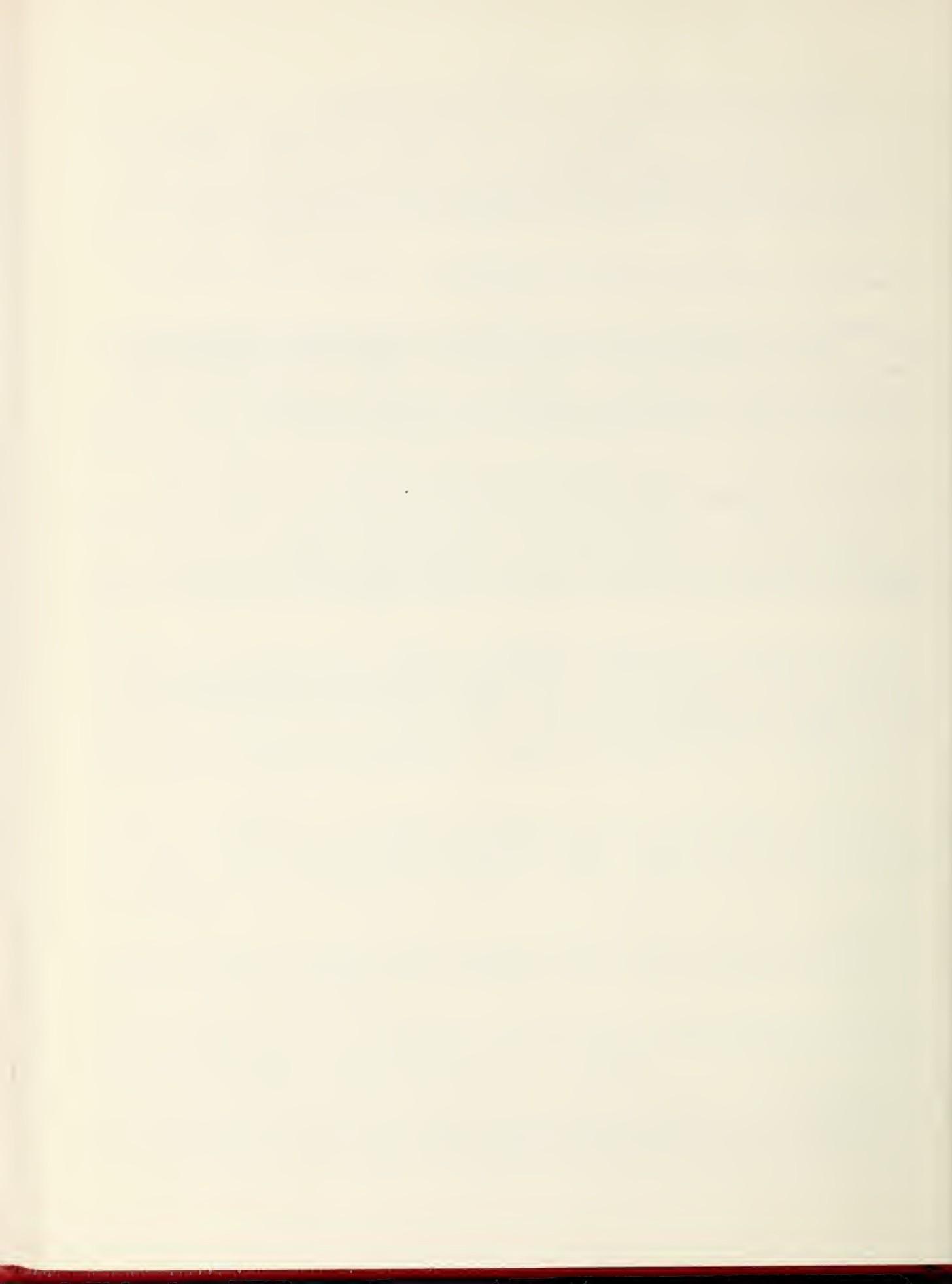
Representatives of the Sicilian Regional Government and local Trade Associations recently requested that the Ministries of Foreign Trade, Treasury and Transportation take immediate and urgent steps to solve the various problems endangering the Sicilian economy. Minister Mattarella of Foreign Trade gave assurance that he personally will supervise a promotion program in the Northern European Countries, particularly in Germany.

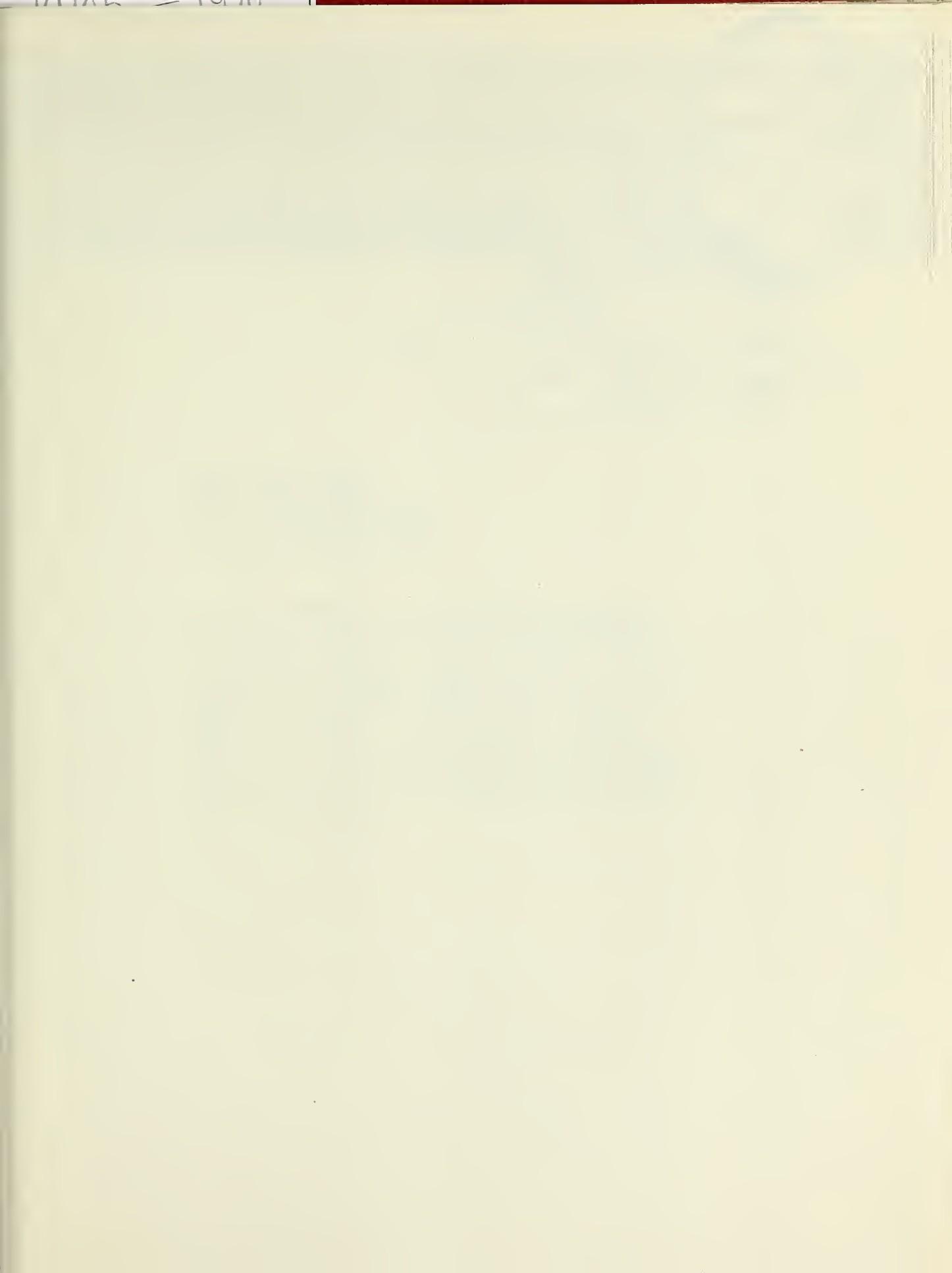
Better credit facilities and a larger allotment of railway cars were also assured by the Treasury and Transportation Ministries.

New varieties are being planted and new organizational techniques followed, but badly needed is a much more developed cooperative organization at all levels of the marketing system as well as an improvement in the area of mechanization.

#### Spain

The summer lemon crop at Murcia is very small, the result of frost damage in December 1962 and February 1963. Total lemon exports are estimated at 250,000 boxes, compared with 810,000 boxes in 1962.





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August 1964

CURRENT SERIAL RECORDS

COMMON MARKET SETS  
1964-65 REFERENCE PRICES  
FOR CERTAIN FRESH FRUITS

The Commission of the European Economic Community recently announced the establishment of reference prices for various fresh fruits for the 1964-65 marketing season. Among the fruits included in the recent announcements are fresh apples, pears, plums, outdoor table grapes, oranges and lemons. The reference prices are applicable to imports from third countries and are uniform for all Member States of the Community. Such prices are on a c.i.f. basis and apply to Class I fruit only.

Article 11 of EEC Regulation No. 23 stipulates that if the markets of the Community suffer or are threatened disturbances due to imports from third countries at prices below the level of the established reference price, such imports may be suspended or burdened by a compensatory tax. However, officials of the EEC have assured the United States that the provisions of Article 11 of Regulation No. 23 will be used only in accordance with the principles of the General Agreement on Tariffs and Trade (GATT). Article XIX of GATT provides that a contracting party shall be free to suspend its obligation when any product is being imported in such increased quantities and such conditions as to cause or threaten serious damage to domestic producers.

The 1964-65 reference prices for lemons, pears, and plums are identical to those of last season. In the case of the remaining items--apples, grapes, and oranges--the reference prices are moderately higher for some months. In general, however, these prices are well below levels at which such fresh fruit originating in the United States may be expected to be delivered.

The official announcements of the EEC Commission expressed the reference prices in terms of U.S. dollars per 100 kilograms. In order to provide a more convenient reference, the prices have been converted to U.S. cents per pound in the following tables. Inasmuch as the reference prices differ in some instances from last season, the comparable prices for 1963-64 are also indicated.

The method for computing reference prices is set forth in EEC Regulation No. 100. The details of these calculations are outlined below. Reference prices are established annually. In order to account for seasonal variations in price, each year is divided into several periods. The reference price is derived by computing the arithmetic mean of the lowest average national prices to producers. The latter prices refer specifically to--

1. the prices recorded in each Member State,
2. during the 3 years preceding the date of determination of the reference price,
3. on markets representative of the most important producing areas,

4. with the lowest prices,
5. for products or varieties representing a considerable part of the commercial production marketed throughout or a part of the year,
6. and relate to a given quality class and packaging.

The average national prices which are significantly higher than the overall average are ignored in the final calculation of the arithmetic mean referred to above. A lump sum is then applied to the calculated mean in order to place such prices on an equivalent c.i.f. basis.

Table 1.--FRESH APPLES: EEC Reference Prices,  
by Months, Seasons 1964-65 and 1963-64

Month	Group I 1/		Group II 2/		Group III 3/	
	1964-65	1963-64	1964-65	1963-64	1964-65	1963-64
	: U.S.					
	: Cents					
	: per					
	: <u>pound</u>					
	:	:	:	:	:	:
July.....:	8.21	: 8.21	: --	: --	: --	: --
August....:	6.80	: 6.71	: --	: --	: --	: --
September...:	6.80	: 6.62	: 4.99	: 4.85	: 2.81	: 2.81
October....:	6.80	: 6.62	: 4.99	: 4.85	: 3.45	: 3.45
November....:	7.12	: 7.12	: 4.99	: 4.85	: 3.40	: 3.40
December....:	7.58	: 7.58	: 4.99	: 4.90	: 3.58	: 3.58
January....:	7.85	: 7.85	: 5.13	: 5.13	: 3.81	: 3.81
February....:	8.44	: 8.44	: 5.62	: 5.62	: 3.90	: 3.90
March.....:	8.44	: 8.44	: 6.30	: 6.30	: 3.99	: 3.99
April.....:	8.44	: 8.44	: 6.94	: 6.94	: 3.99	: 3.99
May.....:	8.44	: 8.44	: 7.03	: 7.03	: 3.99	: 3.99
June.....:	8.44	: 8.44	: 6.12	: 6.12	: 4.81	: 4.81

1/ Group I - Golden Delicious, Cox's Orange Pippin, Yellow Transparent and similar varieties.

2/ Group II - Jonathan, Winston, Reinette de France, Reinette Etoilee, Belle de Boskoop, Finkenwerder, Rein des Reinettes (Golden Pearmain), Reinette du Canada, Rosa del Caldaro, Imperatore, Ellison's Orange, Gravensteiner, Reinette du Mans and similar varieties.

3/ Group III - Abbondanza, Rambour d'Hiver and similar varieties.

Table 2.--FRESH PEARS: EEC Reference Prices  
by Months, Seasons 1964-65 and 1963-64

Month	Group I 1/		Group II 2/	
	1964-65	1963-64	1964-65	1963-64
	: U.S.	: U.S.	: U.S.	: U.S.
	: Cents	: Cents	: Cents	: Cents
	: per	: per	: per	: per
	<u>pound</u>	<u>pound</u>	<u>pound</u>	<u>pound</u>
	:	:	:	:
	:	:	:	:
July : 1-15 .....	8.48	8.48	--	--
16-31 .....	6.99	6.99	--	--
August : 1-15 .....	6.03	6.03	--	--
16-31 .....	5.99	5.99	--	--
September: 1-15 .....	6.49	6.49	--	--
16-30 .....	6.80	6.80	--	--
October .....	6.85	6.85	3.08	3.08
November .....	6.99	6.99	3.54	3.54
December .....	7.12	7.12	3.54	3.54
January .....	7.39	7.39	3.54	3.54
February .....	7.98	7.98	3.72	3.72
March .....	8.48	8.48	--	--
April .....	8.48	8.48	--	--
May .....	8.48	8.48	--	--
June .....	8.48	8.48	--	--

1/ Group I - Beurré Durondeau, Clapp's Favourite, Precoce de Trivoux, Doyenne du Comice, Beurré Hardy, Charneux (Legipont), Conference, Dr. Guyot, William's, Kaiser (Imperatore), Passecrassane, Coscia, Triomphe de Vienne, Louise Bonne d'Avranches and similar varieties.

2/ Group II - Comtesse de Paris, Moscatella and similar varieties.

Table 3.--FRESH PLUMS and OUTDOOR TABLE GRAPES: EEC Reference Prices, by Months, Seasons 1964 and 1963

Month	PLUMS 1/								GRAPES 2/	
	Group I		Group II		1964		1963		1964	
	1964	1963	1964	1963	U.S.	U.S.	U.S.	U.S.	U.S.	Cents
					per pound					
June : 1-10 .....	--	--	--	--	--	--	--	--	--	--
11-20 .....	7.76	7.76	--	--	--	--	--	--	--	--
21-30 .....	7.76	7.76	--	--	--	--	--	--	--	--
July : 1-10 .....	7.76	7.76	4.22	4.22	4.22	4.22	--	--	--	--
11-20 .....	7.76	7.76	4.22	4.22	4.22	4.22	9.66	9.66	9.66	9.66
21-31 .....	7.76	7.76	4.22	4.22	4.22	4.22	8.71	8.71	8.71	8.71
August : 1-10 .....	7.76	7.76	4.22	4.22	4.22	4.22	7.26	7.26	7.26	7.26
11-20 .....	8.21	8.21	3.99	3.99	3.99	3.99	7.03	7.03	7.03	7.03
21-31 .....	8.66	8.66	3.72	3.72	3.72	3.72	6.30	6.30	6.30	6.30
September: 1-10 .....	9.12	9.12	4.13	4.13	4.13	4.13	6.21	6.21	6.21	6.21
11-20 .....	8.35	8.35	4.35	4.35	4.35	4.35	5.99	5.99	5.99	5.99
21-30 .....	--	--	4.49	4.49	4.49	4.49	5.40	5.40	5.40	5.40
October : 1-10 .....	--	--	3.72	3.72	3.72	3.72	5.85	5.85	5.85	5.85
11-20 .....	--	--	--	--	--	--	6.53	6.53	6.53	6.53
21-31 .....	--	--	--	--	--	--	6.85	6.85	6.85	6.85
November : 1-10 .....	--	--	--	--	--	--	7.48	7.48	7.48	7.48
11-20 .....	--	--	--	--	--	--	7.94	7.94	7.94	7.94
21-30 .....	--	--	--	--	--	--	--	--	--	--

1/ Plums: Group I - Altesse double, Reine-Claude crottée, Tragedie, Reine-Claude conducta, Précoce, Favourite, Monsieur Hatif, Santa Rosa, Goccia d'Oro, Burbank, Florentia and similar varieties.

Group II - Altesse simple (Hauszwetsche), Reine-Claude d'Oullins, Belle de Louvain, Reine-Claude d'Althan, Italia, Prune precoce, Mirabelle and similar varieties.

2/ Grapes: Chasselas du Midi, Gros vert, Pansé, Cardinal, Regina, Baresana, Ohanoz, and similar varieties.

Table 4.--FRESH ORANGES and LEMONS: EEC Reference Prices,  
by Months, Seasons 1964-65 and 1963-64

Month	ORANGES 1/				LEMONS 2/	
	Group I		Group II			
	: 1964-65	: 1963-64	: 1964-65	: 1963-64	: 1964-65	: 1963-64
	: U.S.	: U.S.	: U.S.	: U.S.	: U.S.	: U.S.
	: Cents	: Cents	: Cents	: Cents	: Cents	: Cents
	: per	: per	: per	: per	: per	: per
	: pound	: pound	: pound	: pound	: pound	: pound
	:	:	:	:	:	:
July .....	--	--	--	--	4.99	4.99
August .....	--	--	--	--	5.49	5.49
September .....	--	--	--	--	6.94	6.94
October .....	--	--	--	--	5.67	5.67
November .....	--	--	3.63	3.63	4.81	4.81
December .....	--	4.99	3.18	3.18	5.17	5.17
January .....	5.67	5.44	3.18	3.18	5.53	5.53
February .....	5.67	5.44	3.63	3.63	5.13	5.13
March .....	5.67	5.44	4.08	4.08	4.81	4.81
April .....	6.12	5.90	4.08	4.08	4.99	4.99
May .....	--	--	--	--	5.26	5.26
June .....	--	--	--	--	4.99	4.99

1/ Oranges: Group I - Sanguinello, Valencia, Navel, Shamouti, Salustiana  
and similar varieties.  
Group II - Biondo, Blanco, Comuna, Castellana and similar  
varieties.

2/ Lemons: Primofiore, Verdelli, Invernale and similar varieties.



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November 1964

## WORLD JUICE SHORTAGES STIMULATE

## CITRUS EXPANSION IN BRITISH HONDURAS 1/

World juice shortages of the past few years, resulting from freeze damage to Florida orchards, have brought temporary expansion and shifts in overseas markets to the citrus products industry of British Honduras. Since Florida furnishes a large proportion of the world's orange juice supply, the British Honduran citrus industry has found the world shortage an opportunity to sell orange juice in markets other than Great Britain (which until recently took 90 percent) and, in general, a stimulus to expanded production. Because Florida orange juice is under normal conditions so prominent in world markets, and the British Honduran products has been temporarily more competitive in the same markets, the following brief analysis of British Honduras' industry will be of interest to U. S. citrus growers and exporters.

The citrus industry of British Honduras has now completely recovered from the damage inflicted by Hurricane "Hattie" of October 1961. As a result of the hurricane, orange production dropped from 718,000 boxes in 1960-61 to 44,000 boxes in 1961-62.

Approximately 60 percent of the 1961-62 grapefruit crop was lost. Estimates indicate that 2 percent of the mature orange trees and 10 percent of the grapefruit trees were blown down and that trees left standing in the Stann Creek area were completely defoliated by the hurricane. Earlier it was feared that the high winds had resulted in considerable permanent damage, particularly to older and less flexible trees. A reevaluation of the hurricane damage to the citrus industry indicates that the trees recovered rapidly and no permanent damage was

1/ Includes information reported by Dalton L. Wilson, Agricultural Attaché, American Embassy, Guatemala City, Guatemala.

sustained. In 1962-63, orange production reached an all-time high of 758,000 boxes and grapefruit production returned to the pre-hurricane level (232,000 boxes).

Table 1.--BRITISH HONDURAS: Orange and grapefruit production and exports, selected years, 1940-1962

Year	Production 1/		Fresh Exports 2/	
	Oranges	Grapefruit	Oranges	Grapefruit
	1,000 boxes	1,000 boxes	boxes	boxes
1940	--	--	2,226	55,847
1945	--	--	3,592	2,260
1950	7.5	255	1,981	114,520
1951	12.0	345	4,949	36,697
1952	12.0	335	4,840	43,932
1953	35.0	200	5,521	41,021
1954	80.0	198	4,381	30,592
1955	202.0	265	219	36,867
1956	105.0	115	2,793	17,444
1957	195.0	200	2,513	178
1958	281.0	220	2,174	121
1959	450.0	250	580	19,605
1960	718.0	261	2,217	44,981
1961	44.4	106	2,883	16,179
1962	758.0	232	2,599	110

1/ Production is shown in crop years in the year of the bloom. The crop of 1960 is harvested August 1960-June 1961.

2/ Exports are shown in calendar year. Therefore, the exports for the calendar year 1960 are partly the crop of 1959 and partly the crop of 1960. Exports of products shown in Table 2. Official sources.

#### New Plantings and Production

The area planted to oranges increased from 4,000 acres in 1962 to approximately 6,200 acres by January 1964. Estimates indicate that about 1,000 acres of new orange groves may be planted annually during the next 4 or 5 years. Most of these new plantings will take place in the Stann Creek and Cayo areas. Orange production in 1963-64 was 800,000 boxes while the production of grapefruits totaled 268,000 boxes.

New plantings are not expected to be reflected in orange production until about 1965 and later. From 1965, and thereafter, the effect of new plantings together with increased yields from older orange groves is expected to result in a 30-40 percent increase in the yearly production of oranges.

Little or no expansion is taking place with regard to grapefruit in either areas planted or production; nor is this situation likely to change materially within the foreseeable future.

#### Production Areas

Citrus is grown in the central section of British Honduras, and is currently concentrated in the Stann Creek District located about 40 miles due south of Belize (100 miles by road). Considerable expansion in the area planted to oranges is also taking place in the adjoining district of Cayo, and some new plantings are scheduled in the Toledo District just south of Stann Creek. It is estimated that about two-thirds of the area planted to oranges in British Honduras is concentrated in the hands of a few large growers, the remaining one-third distributed among relatively small growers with holdings ranging from 2 acres to 15 acres each.

The area planted to oranges and grapefruit in 1962 and 1963 follows, along with estimates for 1964, 1965, and 1966: 1/

<u>Item</u>	<u>1962</u> <u>Acres</u>	<u>1963</u> <u>Acres</u>	<u>1964</u> <u>Acres</u>	<u>1965</u> <u>Acres</u>	<u>1966</u> <u>Acres</u>
Oranges	4,000	2/ 5,200	6,200	7,200	8,200
Grapefruit	2,000	2,000	2,000	2,000	2,000

- 1/ Acreage refers to that planted by January 1 of each year.  
2/ It is estimated that about 4,000 of the 5,200 acres were bearing. The 1,200 acres planted in 1962 would begin bearing some fruit in 1965 and 1966.

#### Cultural Conditions and Problems

British Honduras has some favorable factors for citrus production, but irrigation will probably be necessary for sustained commercial production. Citrus grown in British Honduras without irrigation will be subject to occasional crop losses or crop reduction due to drought. Climatic hazards also include forest fires during drought, and hurricanes have caused some damage in the years 1916, 1942, 1944, 1954, and 1961.

Pests affecting citrus trees in British Honduras include leaf-cutting ants, the fiddler beetle, and wasps. In addition, the Mexican fruit fly is present. The latter pest is more serious on grapefruit than on oranges.

Should the Mediterranean fruit fly, now established in Central America, spread to British Honduras this would become the most destructive fruit pest there. Fly pests--such as the Mexican fruit fly--create marketing problems. Fruit from such infested areas require treatment for export to the United States. This is a lesser problem in exports to Europe. Also, juice produced from fly-infested fruits might contain insect eggs and fly

larvae in some juice lots. Import of juice with such defects into the United States would not be permitted.

Gummosis is the most important disease affecting trees, while melanose disfigures some fruits. Since nearly all production is on sour orange rootstock, the area is susceptible to the virus tristeza.

Citrus scab is present in all producing areas and a decline disease affects grapefruit trees.

The more important varieties of oranges being planted are Valencia, Parson Brown and Pineapple. Marsh seedless is the most important variety of grapefruit.

#### Costs

The cost of bringing new orange groves into production was estimated by officials of the Ministry of Natural Resources at \$490 per acre. This includes the purchase price of land, \$14.00 to \$18.00 per acre, land clearing operations, \$70.00 to \$84.00, setting of trees and fertilizing and care until trees come into commercial production at 5 years. Since past experience indicates that irrigation is necessary for sustained production, the cost of a commercial grove with irrigation facilities would probably be at least \$200.00 per acre higher than the official estimate.

#### New Plant Spurs Industry Development

In the fall of 1962, a Canadian firm purchased 9,000 acres of land in the Stann Creek District, of which 500 acres were in bearing orange trees. This firm, which has a frozen concentrate plant located in Plant City, Florida, had planned to construct a similar plant in Stann Creek within a 3-or 4-year period. However, when the Florida citrus industry suffered severe freeze damage in 1962-63 the firm accelerated its schedule and completed the construction of a frozen concentrate plant in April 1963. The plant operated 2 months during 1963 and processed 211,000 boxes of oranges into frozen concentrates.

The installation of the new plant, which led to a substantial increase in prices paid producers, served as a major incentive for expansion of the British Honduras Citrus Industry. The new firm initially offered producers U.S. \$1.26 per 90-pound box of oranges in 1963, and later paid two bonuses which raised the price paid to growers to U.S. \$2.02. Previously, growers had received less than U.S. \$0.70 per 90-pound box.

#### Marketing

Until 1963, virtually all of the citrus products processed in British Honduras (including orange and grapefruit juice, orange and grapefruit hot-pack concentrates, orange oil and grapefruit segments) were shipped to the United Kingdom (table 2). In 1962, the United Kingdom took 99 percent of

the citrus products exported by British Honduras.

Exports of oranges and grapefruit by month, in 1960, follow:

<u>Month</u>	<u>Fresh Oranges Boxes 1/</u>	<u>Fresh Grapefruit Boxes 1/</u>
January	9	--
February	7	--
March	33	--
April	46	--
May	11	24
June	19	--
July	1	--
August	164	15,325
September	171	18,722
October	449	10,866
November	471	4
December	836	40
Total	2,217	44,981

1/ Oranges, 70-pound boxes; grapefruit, 80-pound boxes.  
Official sources.

Mexico purchased small quantities of fresh oranges and grapefruit, and some orange oil went to Australia and France (table 3). Until the new plant was built in 1963, the entire citrus crop of the Stann Creek Valley and that of one plantation in the El Cayo District, as well, were purchased by the Citrus Company of British Honduras, and approximately 50 percent of the 1963-64 crop was bought by this company.

The new plant, which produces only frozen orange and grapefruit concentrates, ships its products in 51-pound cans (bulk) to its plant located at Plant City, Florida, and then to Canada where it enters under Commonwealth preference and is retailed through various chain stores in Canada.

#### Expansion Limitations

Factors both favorable and unfavorable to citrus expansion exist. It is estimated that from 10,000 to 20,000 additional acres of land suitable for citrus production are still available in the Stann Creek area. Considerable acreage is also available in the Cayo and Toledo Districts.

The Government of British Honduras no longer regards citrus as a pioneer or new industry and normally new citrus enterprises are not granted concessions. However, when new citrus processing installations appear desirable from the standpoint of furthering the citrus industry, the Government of British Honduras might consider granting concessions, such as duty-free entry of equipment, tax relief, etc.

The limiting factor to continued expansion is thought to be the extent to which the two companies turn out to be successful in expanding the market for their products in Canada, the United Kingdom, and perhaps other countries. The effect of the recent opening of the U. K. market to U. S. frozen orange concentrate on the consumption of hot-pack concentrates in the United Kingdom is only conjecture at this point. Should frozen concentrates gain consumer acceptance in the United Kingdom, the utilization of hot-pack concentrates could decline substantially.

World orange juice shortages caused by frost and hurricane damage in Florida have stimulated citrus processing in British Honduras. The real test of the expanded industry will come when Florida recovers and orange juice shortages no longer exist.

Before 1961, the citrus industry of British Honduras did not expand in spite of preference in the British market and British restriction of competing orange juice supplies.

The British Honduran situation should be viewed as a temporary expansion of the citrus industry stimulated by transient orange juice shortages and high prices. The area has yet to prove that it can successfully expand its sales in world markets under normal competitive conditions.

Table 2.--BRITISH HONDURAS: Citrus product exports, calendar years, 1955-1962

Period	Orange				Grapefruit			
	Juice 1/		Oil	Juice 1/		Sections	Oil	
	Single-strength	Concen-		strength	rate			
		1,000		1,000		1,000		:1,000
		Cases	gals.	lbs.	Cases	gals.	Cases	lbs.
1955	27,110	3/	--	105,190	4	117,443	--	
1956	135,883	65	--	102,606	25	205,477	--	
1957	35,050	53	--	32,247	19	154,497	--	
1958	129,773	80	--	2/	9	129,443	--	
1959	130,433	1,025	34	50,883	23	118,020	2	
1960	256,680	108	77	64,277	17	169,537	2	
1961	382,220	435	59	24,947	17	66,490	1	
1962	212,280	15	43	13,713	1	94,453	--	

- 1/ Hot pack or preserved concentrate, converted at 11 pounds to gallon, and cases of 24 No. 2 cans.  
 2/ Data not available.  
 3/ Less than 500 gallons.

Table 3. BRITISH HONDURAS: Citrus and citrus product exports by destination, 1954 and 1962

Item and Unit	United Kingdom		Mexico	
	1954	1962	1954	1962
Oranges:	:	:	:	:
Fresh	Boxes	--	--	6,254
Juice:				3
single-strength	1,000 gals.	109	732	--
concentrate	1,000 gals.	7	15	--
Essential oil	Pounds	4,946	9,604	--
Grapefruit:	:	:	:	:
Fresh	Boxes	30,400	--	192
Juice:				--
single-strength	1,000 gals.	348	47	--
concentrate	1,000 gals.	15	1	--
Canned sections	1,000 cases	141	94	--
Essential oil	Pounds	6,136	--	--

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